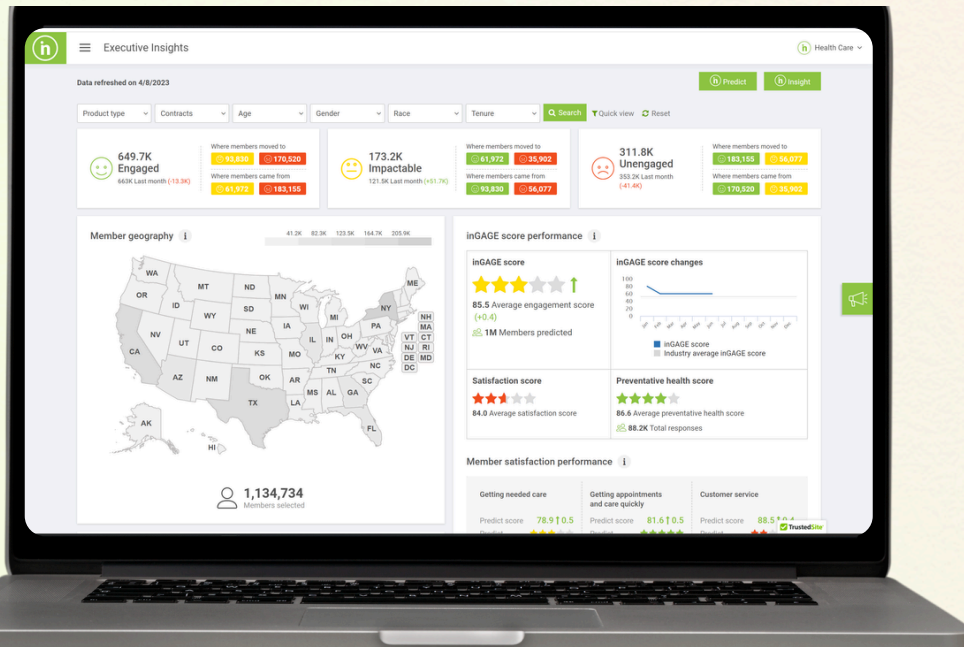


Employing Personalized Engagement Technology to Boost Member Satisfaction

Insightin Health's proven mitigation strategies enable hyper-personalized outreach and increased satisfaction even in the era of disruptive CMS Star Program and Part D changes.



About the Health Plan

A large state-based health plan, and with more than 650,000 Medicare Advantage members, looks to maintain being the number one choice for Medicare in their state. To maintain competitive edge, the health plan needed to quickly evolve their satisfaction strategy to optimize Star Ratings.

“We needed to fast track our understanding of how to impact our members’ satisfaction at scale. With Insightin’s inGAGE platform, within 90 days from kickoff, we had that knowledge and were driving real time personalized outreach campaigns.”

- Director of Member Engagement



650k+
members



Regional
Multi-branded



MA-PD
Member population



Health Plan Challenges

Significant challenges in understanding and improving member satisfaction due to inadequate technology, tools, and insights. The health plan needed to act swiftly during the CAHPS® priming window.



01



Without real-time visibility to predicted satisfaction it was difficult to take proactive actions to impact member satisfaction.

02



The clock was ticking to maximize CAHPS priming efforts with identifying and engaging impactable members.

03



Needed to modernize quickly with a flexible technology solution to evolve their satisfaction strategy.



Health Plan Resolution

Insightin's inGAGE software platform addressed these challenges by providing a predictive platform fueled by real-time insights, personalized engagement strategies with next best actions and timely deployment. The platform allowed for deep insights into member satisfaction, tailored interventions to individual needs, and timely engagement efforts.



- **Real-time insights** predictive platform and insights enabled weekly prediction and understanding of all CAHPS measures.



- **Personalized engagement** strategies with next best actions were possible by first understanding the overall population engagement trend.



- **Timely deployment** of targeted member outreach is fluid through insights derived from weekly projected CAHPS scores.



Key Success:

Leading indicator analysis was utilized to develop personalized call outreach campaigns. The platform categorized members from low to high by levels of experience degradation with benefit changes for targeted next best action outreach.



Results Achieved

The inGAGE platform created improvements in the understanding of satisfaction engagement (real time versus six-month look back), integrated analytics and metrics, and higher average end of call rating of 4.8 out of 5.

Key Achievements

30 Days

Per Member Per Question—
(PMPQ) prediction



90 Days

Drive real-time outreach
personalized campaigns



Visibility into CAHPS & HEDIS metrics

Real-Time Performance Tracking

Seamless integration for enhanced insights.

Integrated Analytics & Engagement



*Personalized support and proactive
intervention to resolve critical health concerns
and operational challenges.*

Member Impact



How We Can Get Started

Email us today at

info@insightinhealth.com

Call Now

888-524-6744

Learn more at

www.insightinhealth.com

About Insightin Health

Insightin Health helps healthcare payers eliminate data silos and deliver highly satisfying consumer-centric experiences. inGAGE™ – our software as a service (SaaS) platform – is the industry leading solution for quickly creating a connected data ecosystem. Using artificial intelligence and machine learning techniques, inGAGE leverages the totality of the connected data, in real-time, to produce insights that drive Next Best Action (NBA) recommendations to solve pressing healthcare challenges. inGAGE allows healthcare payers to deliver lifetime member value, driving growth and increasing overall plan profitability.