Insightin Health

SIMPLE • EASY • EFFECTIVE

Boosting Member Retention through Predictive Analytics and Personalized Engagement

Discover how a national health plan reduced member churn and increased lifetime value by leveraging the power of predictive analytics and personalized engagement with the inGAGE™ platform.

A case study on Advanced Retention Solutions

- Predictive Analytics to Identify At-Risk Members

- Comprehensive Data Integration for Member Insights

- Personalized Engagement Strategies to Improve Retention

nGAGE™

About the Health Plan

A national health plan with over 2 million Medicare Advantage members faced challenges in understanding and addressing member churn. The plan's existing analytics tools and fragmented member engagement efforts led to suboptimal retention outcomes and reduced member lifetime value.

The disparate data sources and lack of advanced analytics hindered the plan's ability to identify at-risk members proactively and understand the root causes of churn. This limited visibility made it difficult to drive personalized interventions and align retention efforts with critical business objectives.

The need for a more integrated and data-driven approach to member retention became evident, as the health plan sought to optimize its engagement strategies, improve member satisfaction, and reduce overall churn rates.

2m+
members

National
Coast-to-coast

MA-PD and D-SNP
Member population

nGAGE™

Health Plan Challenges

The main challenges around fragmented data sources and siloed engagement strategies hindered the development of predictive models and personalized interventions across sales channels.

01
Lack of understanding of the root causes of member churn

02
Inability to identify at-risk members proactively

03
Fragmented engagement leads to suboptimal retention outcomes

"Recent studies show that health plans can lose up to $1,000 per member per year due to churn, with an average retention rate of just 80% in the Medicare Advantage market. This highlights the critical importance of proactive, data-driven retention strategies to ensure long-term member loyalty and financial sustainability."

inGAGE™

Health Plan Resolution

Insightin Health's inGAGE platform addresses retention challenges by providing advanced analytics, comprehensive data integration, and personalized engagement strategies. The solution enables health plans to identify at-risk members proactively, understand the root causes of churn, and drive targeted interventions to improve retention and satisfaction.

- *Real-time insights* from advanced predictive analytics to identify drivers of churn and at-risk members

- *Personalized engagement* strategies from comprehensive member data integration for a holistic view of the member journey

- *Seamless integration* through inGAGE's personalized, data-driven engagement strategies to improve retention and satisfaction

Implementation:

With Insightin Health's proven project management methodology and extensive experience in implementing retention solutions, the health plan was able to deploy the inGAGE platform in just 6 weeks.

inGAGE™

Results Achieved

The inGAGE platform's advanced predictive analytics and personalized engagement strategies enable the health plan to proactively identify and intervene with at-risk members, effectively reducing churn. Retaining existing members is more cost-effective than acquiring new ones, as it reduces onboarding, and administrative expenses associated with turnover.

Key Achievements

25% reduction

annual member churn rates

$5 million

in annual cost savings

The proactive information on my customers, helped me focus my limited time during AEP.

Sally
Local Licensed Agent

The resources helped me better manage my book and stay engaged with my members.

Felix
Health Plan Sales

" *This has been a game-changer for our retention. The insights and personalized strategies have allowed us to proactively address member needs and reduce churn."*

VP of Sales and Marketing

inGAGE™

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 and drive Next Best Action (NBA) to solve pressing healthcare challenges. inGAGE allows healthcare payers to deliver lifetime member value, driving growth and increasing overall plan profitability.