No Pinch Ways to Better Engage Members with Trusted Voices

Presented By:

Jim Brown + Ian Cerveny + Allison Court

Telephone Town Hall Meeting | TTHM.com | 303-813-0800

RISE®

Webinar Participant Tips

Webinar with 7 chances to win Apple Airpods Max headphones!

+ Get one entry for every 5 minutes you participate in Webinar (max 6 entries).
+ Get one bonus entry for submitting a question using the Q&A box.

All participant lines are muted. To protect privacy, registrants only see their name, and presenters' names in the participant box.

To submit a question to presenters any time during the event:

- In the Event window, in the Panels drop-down list, select Q&A.
- Type your question in the Q&A box.
- Click "Send". All questions will be answered live, or by email, post webinar.

Thanks for joining … Expectations

Learn about proven best practices. Presenters to discuss low-cost and high-ROI solutions for diverse audience of executives/clinicians at health plans; medical providers; and health insurance brokers and agents.

Examples culled from more than 1,000 TTHM communications campaigns completed yearly for top health plans; for Federal, State, County, City elected officials; for unions, and other advocacy groups.

Please respond to instant polling questions so presenters can be spot-on with messaging.

Also, please submit questions as you have them using the Q&A box. Presenters are looking forward to replying.

Better Member Engagement & Retention

TTHM currently serves Blues and other leading health plans in 19 states.

We protect 100% of our health plan and provider clients by honoring Non-Disclosure Agreements (NDAs), Business Associate's Agreements (BAAs), and Master Service Agreements (MBAs).

Our leaders and staff also are sensitive to and steadfastly committed to protecting the Personal Health Information (PHI) of members / patients.

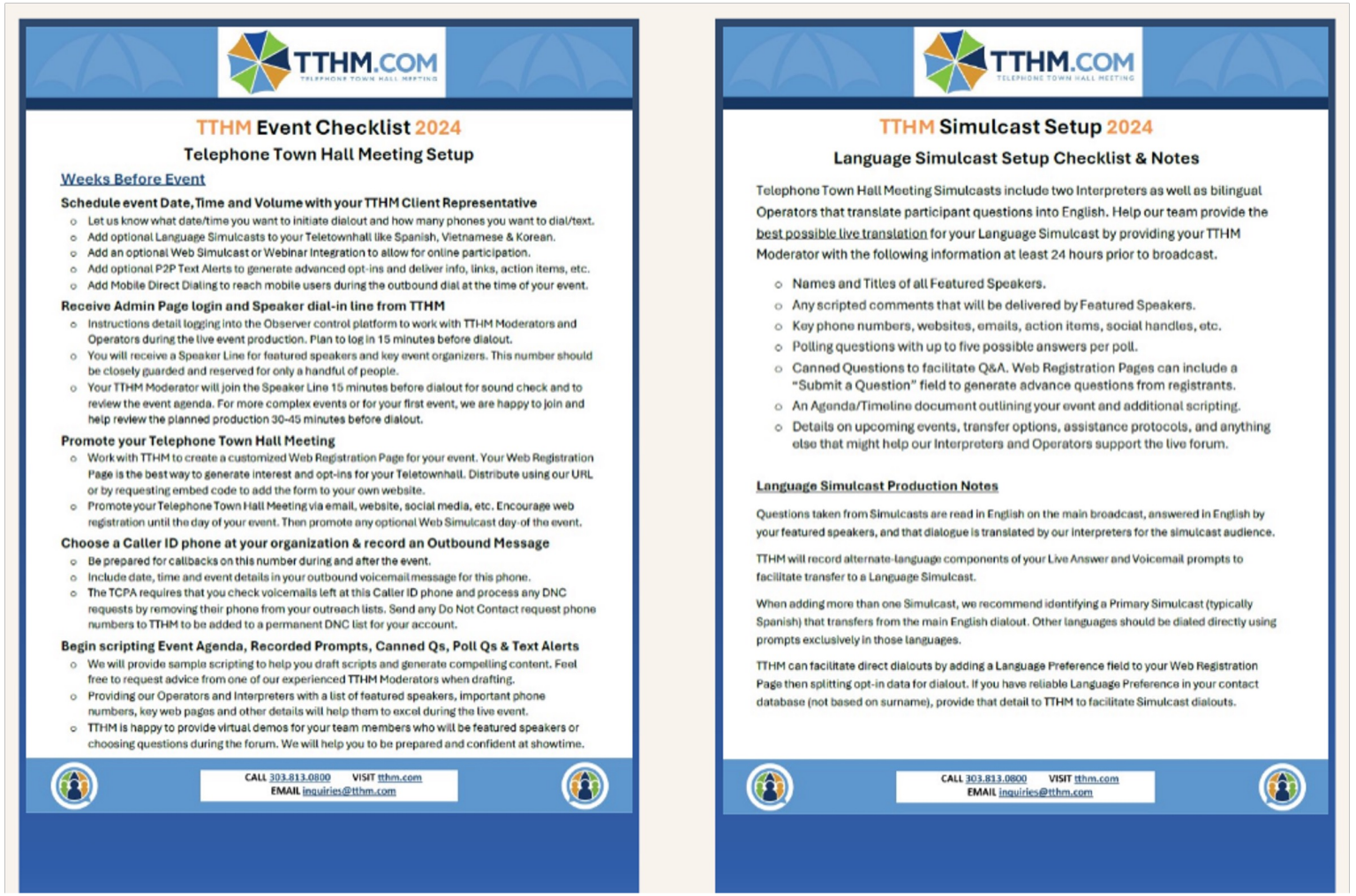
Results from the first two instant polls will now be shared and discussed by Ian Cerveny, TTHM Director of Operations, as he spotlights the first in a series of low-cost and high-yield communications solutions.

Teletownhall Outreach Tool – Ian

Overview | Teletownhall features/benefits:

1. Low-cost and highly efficient tool to educate thousands of members/patients with benefit information that they need to successfully engage their plan.
2. Fraction of the cost of direct mail w/dramatically higher engagement and easy-to-measure ROIs. Each event produces detailed participant reporting that tracks the success of your outreach campaign.
3. Accessible technology, dynamic production – members simply answer our outbound call to join a live forum with plan experts. Participants listen in, submit questions, vote in polls, and transfer to support teams as needed.
4. Professionally produced by experienced moderators & operators. TTHM provides training demos, scripting assistance, and a live production team for each event.

Fully Managed, Professionally Produced



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TELEPHONE TOWN HALL MEETING

TTHM Event Checklist 2024

Telephone Town Hall Meeting Setup

Weeks Before Event

Schedule event Date, Time and Volume with your TTHM Client Representative

- Let us know what date/time you want to initiate dialout and how many phones you want to dial/text.
- Add optional Language Simulcasts to your Teletownhall like Spanish, Vietnamese & Korean.
- Add an optional Web Simulcast or Webinar Integration to allow for online participation.
- Add optional P2P Text Alerts to generate advanced opt-ins and deliver info, links, action items, etc.
- Add Mobile Direct Dialing to reach mobile users during the outbound dial at the time of your event.

Receive Admin Page login and Speaker dial-in line from TTHM

- Instructions detail logging into the Observer control platform to work with TTHM Moderators and Operators during the live event production. Plan to log in 15 minutes before dialout.
- You will receive a Speaker Line for featured speakers and key event organizers. This number should be closely guarded and reserved for only a handful of people.
- Your TTHM Moderator will join the Speaker Line 15 minutes before dialout for sound check and to review the event agenda. For more complex events or for your first event, we are happy to join and help review the planned production 30-45 minutes before dialout.

Promote your Telephone Town Hall Meeting

- Work with TTHM to create a customized Web Registration Page for your event. Your Web Registration Page is the best way to generate interest and opt-ins for your Teletownhall. Distribute using our URL or by requesting embed code to add the form to your own website.
- Promote your Telephone Town Hall Meeting via email, website, social media, etc. Encourage web registration until the day of your event. Then promote any optional Web Simulcast day-of the event.

Choose a Caller ID phone at your organization & record an Outbound Message

- Be prepared for callbacks on this number during and after the event.
- Include date, time and event details in your outbound voicemail message for this phone.
- The TCPA requires that you check voicemails left at this Caller ID phone and process any DNC requests by removing their phone from your outreach lists. Send any Do Not Contact request phone numbers to TTHM to be added to a permanent DNC list for your account.

Begin scripting Event Agenda, Recorded Prompts, Canned Qs, Poll Qs & Text Alerts

- We will provide sample scripting to help you draft scripts and generate compelling content. Feel free to request advice from one of our experienced TTHM Moderators when drafting.
- Providing our Operators and Interpreters with a list of featured speakers, important phone numbers, key web pages and other details will help them to excel during the live event.
- TTHM is happy to provide virtual demos for your team members who will be featured speakers or choosing questions during the forum. We will help you to be prepared and confident at showtime.

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EMAIL inquiries@tthm.com

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TTHM Simulcast Setup 2024

Language Simulcast Setup Checklist & Notes

Telephone Town Hall Meeting Simulcasts include two Interpreters as well as bilingual Operators that translate participant questions into English. Help our team provide the best possible live translation for your Language Simulcast by providing your TTHM Moderator with the following information at least 24 hours prior to broadcast.

- Names and Titles of all Featured Speakers.
- Any scripted comments that will be delivered by Featured Speakers.
- Key phone numbers, websites, emails, action items, social handles, etc.
- Polling questions with up to five possible answers per poll.
- Canned Questions to facilitate Q&A. Web Registration Pages can include a "Submit a Question" field to generate advance questions from registrants.
- An Agenda/Timeline document outlining your event and additional scripting.
- Details on upcoming events, transfer options, assistance protocols, and anything else that might help our Interpreters and Operators support the live forum.

Language Simulcast Production Notes

Questions taken from Simulcasts are read in English on the main broadcast, answered in English by your featured speakers, and that dialogue is translated by our interpreters for the simulcast audience.

TTHM will record alternate-language components of your Live Answer and Voicemail prompts to facilitate transfer to a Language Simulcast.

When adding more than one Simulcast, we recommend identifying a Primary Simulcast (typically Spanish) that transfers from the main English dialout. Other languages should be dialed directly using prompts exclusively in those languages.

TTHM can facilitate direct dialouts by adding a Language Preference field to your Web Registration Page then splitting opt-in data for dialout. If you have reliable Language Preference in your contact database (not based on surname), provide that detail to TTHM to facilitate Simulcast dialouts.

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Best Practices |No-pinch tool to reach members where they are

1. Onboard Early (Q1 or New to Medicare) ; Encourage Outcomes (Q2-Q3 Promote Screenings, etc.) ; ANOC & AEP (Q4 Review Changes & Member Retention)
2. Simulcast in additional languages like Spanish, Vietnamese & Korean to deliver critical information in your membersôpreferred languages.
3. Promote a positive health care journey through annual checkups, screenings, etc. Feature plan experts and/or care providers to first educate; then answer questions.
4. Educate first. Then offer transfers to support teams for those with more complex needs, and/or proactively tag members for Followup from member services.

Highly Granular Results – Jim

Vital to bring trusted voices precisely where members are.

Notable aggregated results of Teletownhalls educating thousands to tens of thousands of health plan members for pennies per member:

Average listen time = ***13.3 min.***

40.1% of listeners = ***5+ min.***

Up to ***360*** *live transfer to support*

148 questions *submitted*

5 instant-polls = ***200+ raised hands***

Reach 60K members for 15¢ each. Some 6,500 will live connect; 53,500 get a heart-warming VM message.

Most Trusted Professions 2024

For almost 50 years, *Gallup's Honesty and Ethics Poll* has annually been measuring public perceptions on the trustworthiness of people in some two dozen professions.

The 2024 Gallup results are out, and every health plan, every medical provider, and every insurance broker or agent should consider the findings that we'll share next.

Before we do, please know we are looking forward to answering your questions. So, please submit a question using the Q&A box.

Gallup Poll 2024: Who America Trusts Most

For the 22nd straight year, *Gallup's Honesty and Ethics Poll* shows:

"**Nurses** remain the most trusted profession, with **78%** of U.S. adults currently believing nurses have high honesty and ethical standards."

Medical Doctors and Pharmacists come in at 5th and 6th on the list at @**56%** and @**55%** respectively.

Also noteworthy, near the bottom of survey results, are Business Executives and Insurance Salespeople trusted by only 12%.

The messenger matters!

Nurses, Doctors, Pharmacists – Allison

Nurses, physicians and pharmacists are well trusted, especially over business officials and insurance salespersons.

- How can we capitalize on this?

Educating thousands of members/patients in just one-hour delivers massive and positive real-time feedback to panelists.

Nurses, physicians, and pharmacists love doing Teletownhall events.

How do Teletownhalls boost participation, retention and referrals?

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Design Teletownhall Differently - Allison

Member and patient trust of doctors and nurses leads to happy and compliant members and patients.

The outcomes are *measurable:*

+ Increase engagement and retention.
+ Boost new member referrals by plan and/or practice fans.
+ Close more quality of care and Star ratings gaps.

P2P Branded Texts | Robust Results - Jim

Do your members/patients go anywhere without their cell phones?
Show more love, encourage actions, and hear them clearly.

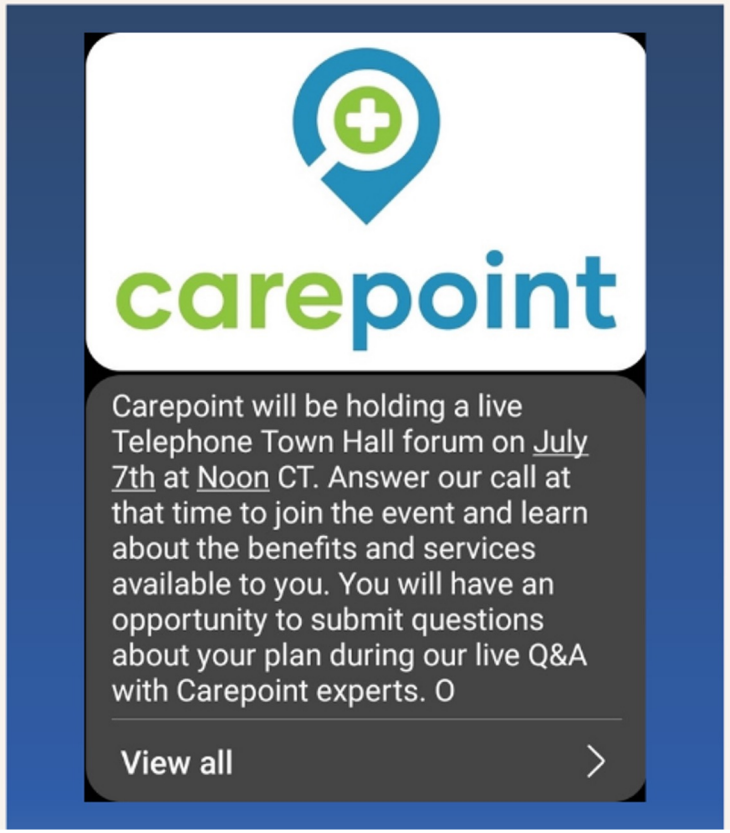
Delight and enrich patient experience, using peer-to-peer (P2P) branded texts, including text to survey. Average text-to-survey results:

- Survey responses to 1+Qs = **12.2%**
- Survey responses to 3Qs = **8.9%**
- Survey responses to 13Qs = **6.9%**

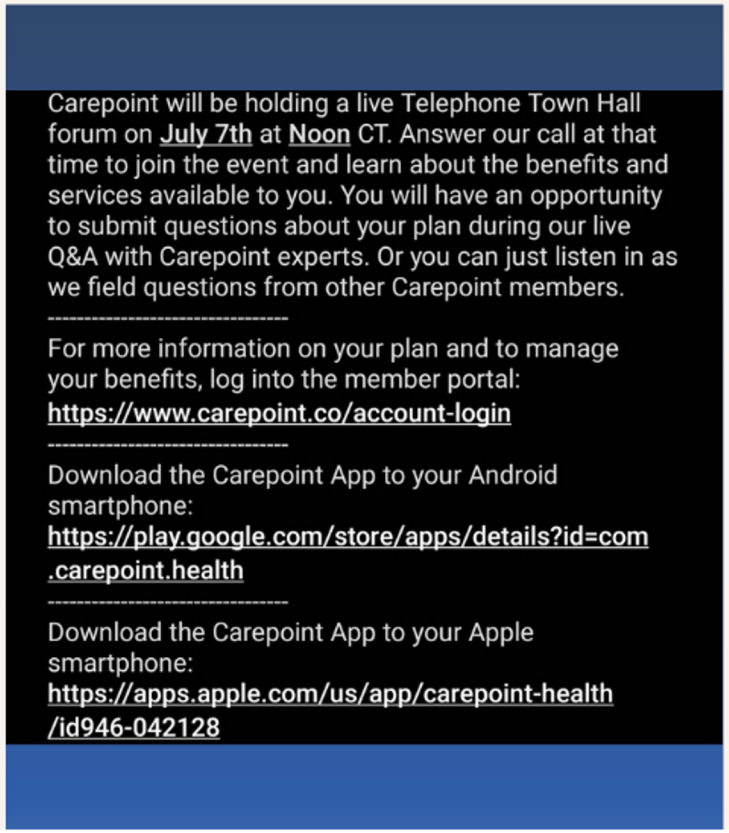
Reach unlimited members for **10¢ each** *(w/$450 campaign fee)*.

Branded P2P MMS Text Alert Sample

DOUBLE-MMS BRANDED TEXT ALERT DELIVERY



"VIEW ALL" TEXT DETAIL



MA Teletownhall Participation Averages

Teletownhall forums reach and engage a better share of target members than other member outreach mediums. There are no tech barriers; members simply answer the phone to join the forum.

Call new members, all of your members, or subsets who are experiencing changes or who need more assistance. We hold forums for new member onboarding, AEP outreach, plan/benefit updates, focused support, etc.

Participation rates vary depending on the purpose, timing and promotion of the event. Contact us to plan a successful large-scale virtual forum.

26,392
OUTBOUND DIALS

10.79%
ACCEPTED OF DIALED

40.11%
ACCEPTED LISTEN 5+ MIN

13.26
AVG LISTEN MINUTES

65
SUBMITTED QUESTIONS

158
TRANSFERRED TO SUPPORT

26k Dial Health Care Teletownhall Stats

Detailed reporting follows each event showing how each dial resolved, and highlighting each participation point. This sample reporting is for a dialout to 26,000 members.

Description	Calls			Minutes
Accepted	2737			
Declines	5578			
Machine	16734			
Answered	25049		Total Minutes	37.8
Not Connected	1294			
No Answer	12			
Busy	36			
Fax	1			
Total Not Answered	1343			
#Spoke	18			
#Speaker Queue	165			
#Sent Back	17			
#Screener Queue	26			
Total Dials	26392			
Total People	8315			
Acceptances 5min+	1098			
%Acceptances 5min+	4.36			
Answered Call Rate	94.9			
Average Acceptance Duration	13.26			

Totals | Spoke | Speaker Queue | Sent Back | Screener Queue | Accepted | Q1 | Machines | Declines | Not Connected

THANK YOU