

Member Satisfaction: Strategies for Improvement



Presented By:

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Webinar Participant Tips

- All participant lines are muted. To protect your privacy, you will only see your name and the presenters names in the participant box.
 - To submit a question to the presenters any time during the event;
 - In the Event window, in the Panels drop-down list, select Q & A.
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Overview

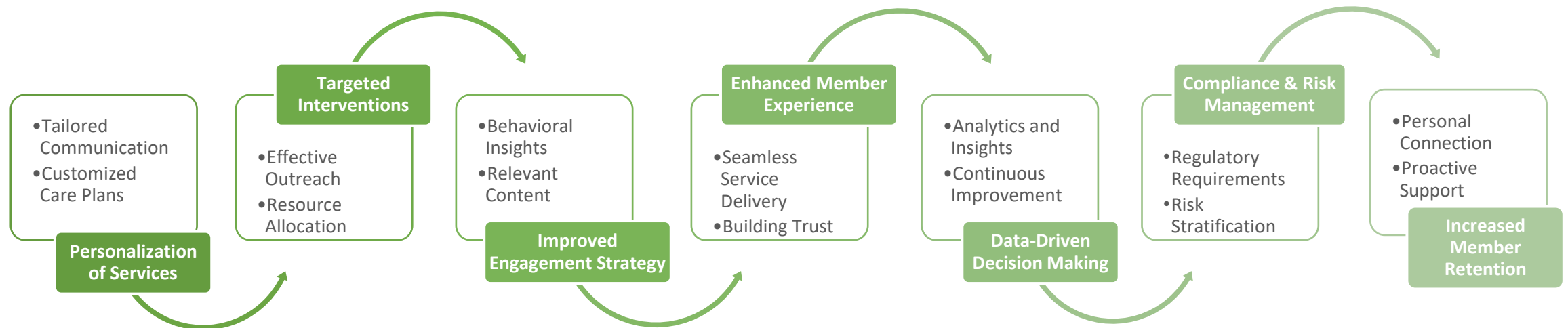
Member experience is critical for enhancing patient satisfaction, improving health outcomes, and reducing costs. By providing positive interactions, it has been shown that members have better adherence to treatment plans and can lead to an increase in patient retention. Additionally, a strong focus on member experience helps ensure compliance with regulatory standards and improves overall care quality. This webinar will explore various strategies employed by payers and vendors to enhance member engagement, focusing on both increasing the number of members utilizing services and improving the quality of those interactions. By adopting additional methods of connection and feedback collection, plans can significantly enhance member satisfaction.

Strategies for Improving Member Engagement



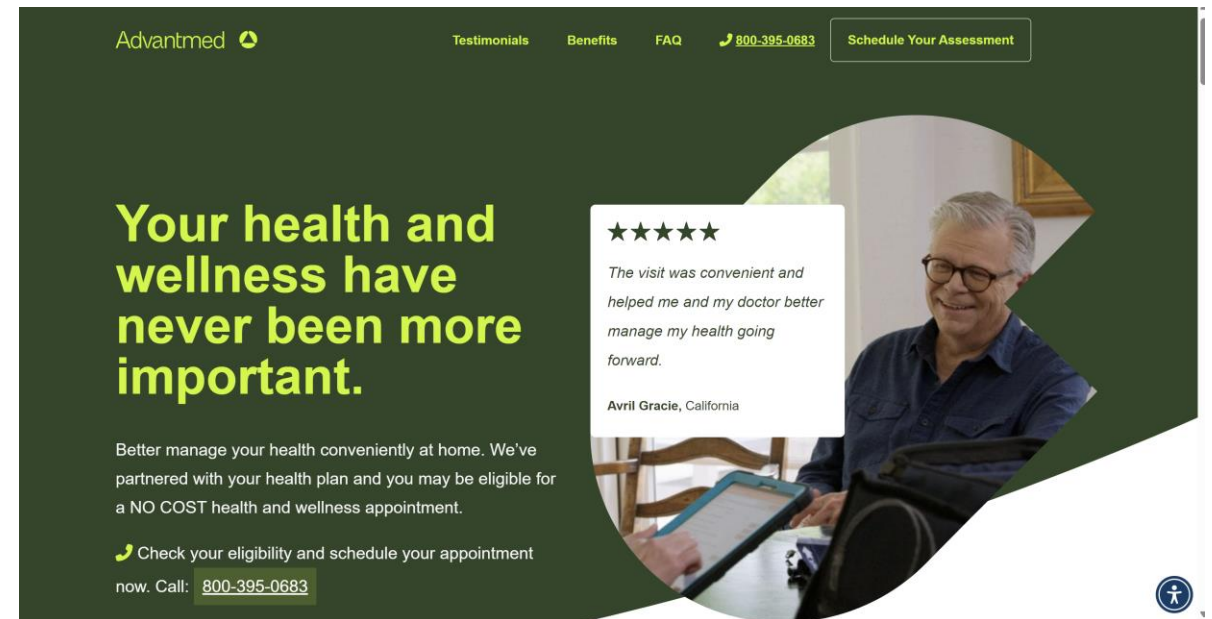
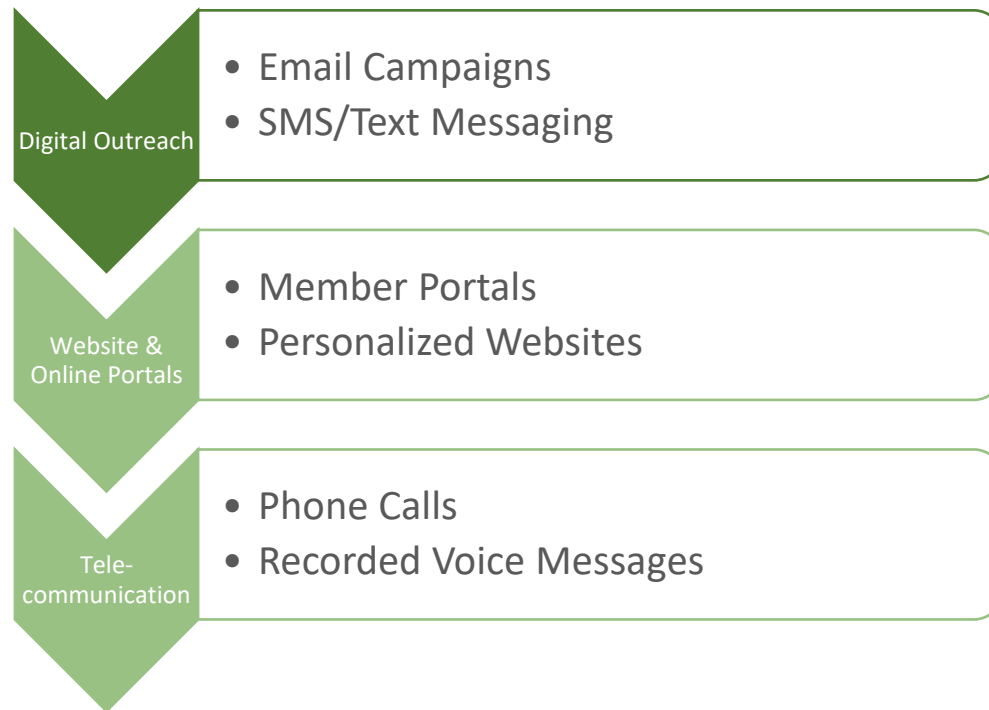
Importance of Customer Identification

How have you identified the members that will benefit the most from your interventions? How will you engage and fulfill those interventions?



Omnichannel Outreach

Omnichannel outreach for health plans involves using a variety of communication channels in a coordinated manner to effectively engage members.



Regulatory Compliance and Care Quality



"Home-based primary care models have demonstrated improved outcomes for Medicare beneficiaries. For instance, beneficiaries receiving home-based primary care had a 24% reduction in hospital admissions and a 33% reduction in emergency department visits compared to those receiving traditional care."

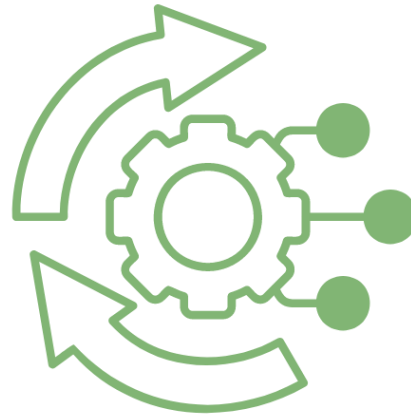
-According to the Medicare Advantage (MA) Value-Based Insurance Design (VBID) Model Fact Sheet published by CMS

Innovative Methods for Connection & Feedback Collection

Surveys help track members' experiences with health assessments, identifying both positive aspects and areas needing improvement. Continuous monitoring ensures that member experiences are consistently high-quality.

12%

Complete Surveys



30%

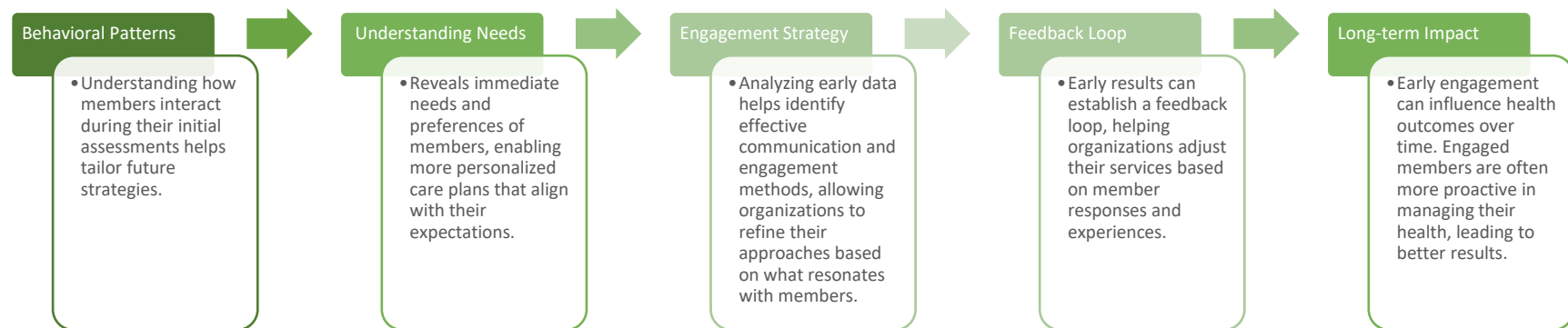
YOY Retention Rate

Ongoing Case Study

Importance of digital consent, critical for several reasons:

- **Efficiency:** Streamlines the consent process, making it faster and more accessible for members.
- **Transparency:** Provides clear information about what members are consenting to, enhancing trust and understanding.
- **Compliance:** Ensures adherence to legal and regulatory standards regarding privacy and data protection.
- **Data Security:** Digital systems often offer enhanced security measures to protect sensitive health information.
- **Engagement:** A straightforward digital consent process can encourage more members to participate, knowing that their data is handled responsibly.

Infancy results:



THANK YOU