

Health Outcomes Survey

Enhancing member experience and Health Outcomes Survey (HOS) results with targeted digital engagement



Predict behavior to uncover HOS-related health concerns at the individual-level, and proactively engage them with personalized interventions designed to enhance the experience and improve HOS performance.

Member-Level Predictions

- Predict responses for each member and measure
- Identify members at risk of reporting health issues including declining health, bladder control, falls, physical activity, mental health, and more

Engaging Content

- Build member knowledge on HOS-related topics
- Empower health action and management with compelling, targeted streaming content
- Integrated within HOS outreach messaging

Tailored Outreach

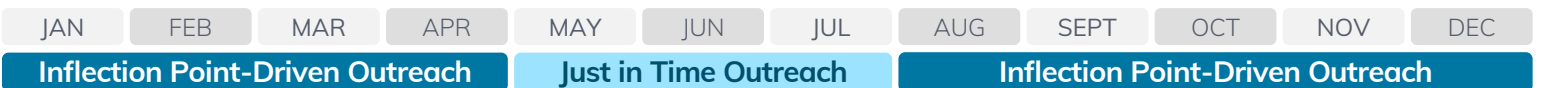
- Engage members across HOS topics with personalized omnichannel touchpoints, powered by Conversational AI and healthcare-specific NLU
- Support and address member needs in real-time

Analyze & Optimize

- Understand drivers of HOS survey responses
- Quantify impact on member engagement and correlations to health outcomes
- Refine enterprise strategies with new insights

Prediction-Driven Omnichannel Program

Our year-round approach to improving HOS performance leverages tactical and strategic outreach, flagging members at-risk of having health concerns and providing needed resources and education to improve HOS survey outcomes.



HOS Inflection Point-Driven Outreach

- **Year-Round Touchpoints:** Informed by ongoing risk profiling of members exhibiting HOS inflection points
- **Example Inflection Points:** New prescription, change to PCP, recent fall, new diagnosis, post-discharge follow-up, and more

Just in Time Pre-HOS Outreach

- **Change the Vote:** Ahead of survey fielding, targeting those at-risk for negative response, identifying and mitigating HOS-related issues
- **Get out the Vote:** Engage those likely to respond positively and encourage their response if targeted

HOS Solution Results

30% SMS Engagement in HOS Program

15% Improvement in targeted HOS measure outcomes

40% Engagement in Complex Care Management