mPulse

SOLUTION

Member Retention

Leverage predictive models and proactive tailored outreach to improve member retention, access, and overall experience.

Predict member-level voluntary disenrollment and reenrollment likelihood, and deliver personalized digital engagements designed to improve experiences and build relationships that create members for life.

Member-Level Predictions

- Prioritize outreach to members based on their likelihood to disenroll
- Assess and predict drivers for member-level disenrollment, segmenting by risk

Tailored Outreach

- Personalize messaging to each member based on their voluntary disenrollment driver
- Improve relationships by highlighting relevant plan benefits, creating loyalty and trust

Engaging Content

- Empower access, self-efficacy, and health literacy with compelling, easy-to-consume video content, integrated into omnichannel outreach programs
- Outreach built with a proven engagement strategy

Analyze & Optimize

- Determine the volume of members for outreach based on forecasted return on investment
- Quantify the impact of outreach and its correlation to health and retention outcomes

Prediction-Driven Omnichannel Program

Our year-round approach to improving member retention leverages tactical and strategic outreach, flagging members at risk of voluntary disenrollment and providing necessary interventions to address experience and access issues.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Inflection Point-Driven								Just in Time			

💬 Retention Inflection Point-Driven Outreach

- **Year-Round Touchpoints:** Informed by ongoing risk profiling of members with disenrollment drivers and retention-related inflection points
- **Example Inflection Points:** High out-of-pocket spend, Underutilization of benefits, PCP change, lack of primary and/or specialty care engagement, and more.

💬 Just in Time Retention Outreach

- **Tactical Outreach:** Persona & risk-based "Just in Time" engagement programs in September, before the Enrollment Period begins, through November.
- **Personas:** Tailored outreach based upon high-risk members who are aggrieved, inexperienced with the plan, burdened, and clinically unengaged.

Member Retention Solution Results

34%-51% Decrease in disenrollment rate (intervention vs. control group)

2%-4% Decrease in annual disenrollment rate

---

mPulse a leader in digital solutions for the healthcare industry, is transforming consumer experiences to deliver better, more equitable health outcomes. By combining AI-powered analytics, omnichannel outreach and digital health navigation technology, mPulse creates personalized health journeys and provides advanced insights to power collaboration across the healthcare ecosystem. With over a decade of experience and 4 billion consumer touchpoints annually, mPulse is the trusted engagement partner for over 300 healthcare organizations.

To learn more about mPulse's programs and capabilities, visit **mpulse.com** or reach out to us directly at **info@mpulse.com**