



MEMO

Member Experience | Member Outreach

As pressures to reduce costs and improve member health continue to mount, outreach campaigns are becoming an increasingly important tactic for health plans. Yet getting these programs off the ground and maintaining them can often be a daunting task. Leveraging our deep experience in the healthcare industry, DialAmerica developed the Member Experience Member Outreach (MEMO) platform as a best-in-class solution for all of your member outreach needs.

Based on more than a decade of experience working with health plans, MEMO was built with all of the elements required for a successful member outreach campaign. With MEMO, DialAmerica is able to seamlessly implement, manage and report on a variety of campaign types:

<h3>Welcome</h3> <p>Proactive outreach to new health plan members to welcome them and answer questions they may have, effectively reducing calls to Member Services while immediately enhancing the member experience.</p>	<h3>Appointment Reminder</h3> <p>Friendly outreach to members about upcoming appointments (in-home, providers' offices, seminars) to enhance the member experience and increase the appointment show rate.</p>	<h3>Wellness</h3> <p>Using multiple touch points to increase the member's wellness awareness and schedule them for annual appointments and screenings (annual physical, cholesterol screening, breast cancer screening, and eye exams).</p>
<h3>Medication Adherence</h3> <p>Educating members on their eligibility to speak with a pharmacist about the medications they've been prescribed, as well as ensuring they are compliant with usage and refills, means they will be more likely to maintain safe medication adherence practices.</p>	<h3>Annual Notice of Plan Changes</h3> <p>Assisting members with reviewing their health plan coverage changes will allow you to better understand the satisfaction of your members and their likeliness to remain with the plan, decrease churn rates, and enhance the member experience.</p>	<h3>Surveys</h3> <p>Member outreach promoting the importance of completing surveys following an appointment will enable us to better understand the patient experience and prompt positive changes.</p>

MEMO Benefits Conducting member outreach campaigns through MEMO increases our ability to deliver on your plan's strategic business goals and brings a range of benefits:

- Creates improved member experience and satisfaction
- Improves Star Ratings, HEDIS Measures and HOS Scores
- Reduces overall cost per member
- Lowers member attrition rates
- Increases member health and overall health awareness
- Delivers accurate, timely and integrated reporting across all outreach campaigns
- Reduces campaign implementation timelines

Security, CMS and HIPAA Compliance In the healthcare industry, information security and compliance are critical, making data safety and security our top priority. Our three-pronged approach employs physical, operational and network safeguards; commitment to CMS and HIPAA compliance; and adherence to all local, state, and federal laws. We've handled billions of phone calls without one regulatory citation. Ever.

Above all, DialAmerica strives to provide interactions your members will recognize and appreciate, leading to greater member loyalty, lifetime value and member health while reducing costs.