



E-book

Member Engagement Playbook

4 Tips to Create a VIP
Member Experience





Newsflash! If curating a positive member experience isn't at the top of your priorities, it's time to rethink your strategies.

Creating an experience that engages individuals in health will pay off in more ways than one, from closing gaps in care and boosting soon-to-be quadruple rated member experience Star Ratings measures, to helping you grow and retain membership.

To help you create a VIP member experience, here are 4 tips from our member engagement experts that are proven to boost satisfaction and engagement across your populations



1

KISS: Keep It Simple, Seriously!

Healthcare is complicated, but that doesn't mean the member experience has to be. One of the most impactful strategies you can execute is making it easier for members to find and use benefits. This includes streamlining access to all of the unique health and wellbeing resources you've invested in, from mental health support to nutrition programming.

Pro Tip

When surveyed, 43% of health plan members report they didn't know where to find their health and wellbeing resources before a wellbeing platform. Boost benefits utilization by putting all health and wellbeing resources in a single destination — a benefits hub — so members know exactly where to go to find all the diverse programming and resources offered.



2

Use Rewards to Drive Targeted Actions and Behavior Change

The reason you're seeing incentives everywhere is because they work! Plus, members like being rewarded for doing things, with 85% of consumers saying healthcare companies should have reward programs. If you haven't already, capitalize on the power of incentives to motivate consumers to take action and drive behavior change. For example, drive members to close critical gaps in care by offering a reward for getting a preventive screening or a flu shot. And don't forget to be creative, cash is often king but non-cash incentives, like healthcare costs savings, can also motivate behavior change.

Pro Tip

As you get started with rewards, first consider the level of engagement needed to complete the action. Then evaluate the appropriate incentive value, and finally determine the best reward type to offer. For example, offering a \$10 gift card for a 250-question survey isn't going to cut it, but offering a \$25 reward for a flu shot will!



3

Break the Status Quo with Multi-Channel Communications

Survey after survey show that members want to hear from you! Meet members with frequent, relevant and coordinated communications that show you care. This may look like sending a monthly automated voice (IVR) call to remind them to refill a prescription, routine email nudges to encourage them to book an annual physical or overdue preventive screening, and a postcard with updates on new benefit resources. Leverage your wellbeing platform to engage them daily in activities like tracking steps, drinking enough water or taking a minute to destress. Adding in multi-cycle outreach based on actions taken (or not taken) is another proven way to boost engagement.

Pro Tip

One-and-done is so overdone. Did you know you can increase the effectiveness of your outreach by up to 300% by using 4 or more channels in a coordinated way?* Plans don't have to conduct this type of outreach on their own. Find a partner like us to streamline the process and supercharge your member outreach.

Bonus! Text messages are a great addition to your outreach. Did you know that 95% of text messages are read and responded to within 3 minutes of being received**, making it an optimal channel to get your message heard.



*Gartner Research

**SMS Marketing Statistics 2022 for USA Businesses

4

Remember: If It's Not Personalized, It's Just Noise

Healthcare needs to be personal. And members want to feel seen and understood by their health plan as an individual. Data and predictive models can eliminate the guesswork by identifying what needs a member will likely have potential needs a member will have now and, in the future, so you can offer them relevant resources that they are more likely to engage with.

Pro Tip

One size doesn't fit all. To take personalization to the next level, offer a variety of programs covering the full spectrum of wellbeing (our secret sauce!). We use all types of data, including social determinants of health (SDOH), biometrics, demographics, conditions, health risks and wellbeing interests, and member inputs, to understand and offer individuals the resources they need, when they need them.



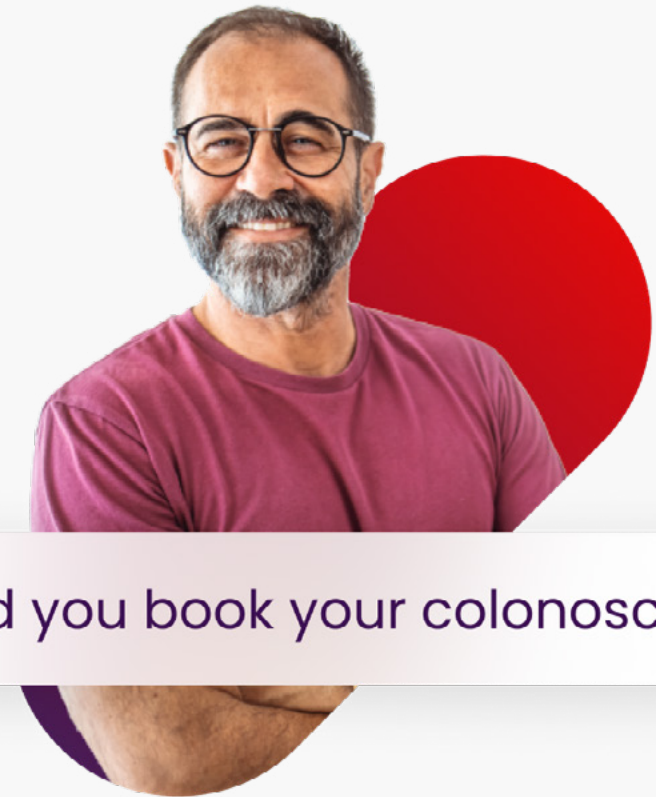


Member engagement and member experience are more important than ever before.

Virgin Pulse's data, analytics and engagement platform can reignite your member engagement strategies, leading to higher satisfaction rates, loyalty and higher Star Ratings.

Let's talk about how we can help. Talk to an expert at Virgin Pulse to get started.

Contact Us



● Checking In

Marshall, did you book your colonoscopy?

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