

PAYERS

# Healthcare Journey & Micro-Engagements™

## Sales & Enrollment

- Renewal reminders
- Annual/Open Enrollment announcements and reminders
- Benefits selection decision support
- Benefit change overviews
- Benefits education (health and ancillary)
- Data intake for file-based enrollment
- Cross-sell & up-sell
- Age-in & Age-out notifications
- Sales appointment scheduling
- Employer onboarding/ census files

## Member Service

- Digital registration / onboarding
- Digital warm welcome
- ID card requests
- Surveys / Health Risk Assessments
- Portal & App adoption / utilization
- Benefits education (ongoing)
- Wellness / chronic condition support & education
- Eligibility verification
- Prior authorization support
- Life events, ex. add dependent
- Information updates, ex. address change, beneficiaries

## Providers & Care

- Provider selection / change
- In-network steerage
- Telemedicine access / appointments
- Emergency room diversion
- Pre- and post-discharge engagement / education
- Preventative care education
- Medication refill support
- Medication adherence reminders
- Prior authorization
- Appointment setting / reminders
- Care plan adherence
- Closing gaps in care

## Claims

- Medication (Rx) refills & renewals
- Inquiries (claim status, EOB explanations, eligibility, etc.)
- Claims status tracker
- Proactive status notifications
- Cost transparency
- Data collection to enable straight through processing
- Coordination of Benefits
- Grievance handling & appeals
- Payments

