

# Ushur for Health Risk Assessments

Making Health Risk Assessments Easier and more Convenient

LIFE & ACCIDENT

✓ HEALTHCARE

PROPERTY & CASUALTY

## CHALLENGE

Health risk assessments (HRA) are an important tool to identify risk factors, social determinants of health, keep members' healthier, and reduce health care costs for plans, employers and employees. Members can view these assessments as burdensome and therefore, they can easily be ignored. Health plans walk a fine line between collecting this valuable information and becoming a nuisance in the process. The HRA can be misunderstood as solely a survey of member data, instead of a key first step for a health plan to partner with the member to prevent illness and injury through preventative care and wellness programs. A completed HRA helps your members get the support they need, enabling them to take full advantage of their available plan benefits.

## SOLUTION

Ushur's AI-Powered Customer Experience Automation™ (CXA) platform goes beyond simply reminding members to complete their HRA. Instead, through SMS messaging, Ushur enables members to conveniently complete their HRA instantaneously without leaving their channel of choice. While you have the full attention of your members, you can also steer them to additional member benefits like opting in to receive daily reminders for wellness goals or scheduling an appointment with primary care physicians or an in-network specialist. These Micro-Engagements™ not only automate the customer experiences across the enrollment lifecycle, but also encourage your members to become more active in their health by providing an easy, personalized experience.

## RESULTS

Ushur's Conversational AI leads to headache-free member experiences through proactive, convenient digital interactions. HRAs will be completed in a timely manner, and you'll experience higher member engagement and satisfaction, reduced healthcare costs, and improved patient outcomes.

### USHUR'S SOLUTION IN ACTION



#### Secure

interface ensures HIPAA compliance



#### 24/7

answers to member questions



#### No-code

SaaS solution requiring almost no IT support



#### Cut Costs

and improve Member Experience



#### 60-day

proof of concept



of medical costs are for **preventable** or **moderate** health conditions



of employees **modify their behavior** based on their HRA feedback and support



**\$4+** saved per **\$1 spent** by employers on HRA-based wellness programs



**HRA** is required as part of the annual Medicare Annual Wellness Visit (AWV)

For more information on how Ushur is helping health plans, please go to [ushur.com](https://ushur.com) >