

Health Payer Medicare Engagement

Increasing Medicare engagement
through digital self service



40% IMPROVEMENT IN APPOINTMENT ATTENDANCE



35% OF MEMBERS RESCHEDULED ONLINE
INSTEAD OF CALLING IN



30% MORE ACTIVE ENGAGEMENT FROM MEMBERS

Challenge

- The health plan wanted to increase Medicare member engagement through modern, digital channels
- The plan wanted to test whether their Medicare population would engage digitally for sales appointment setting
- They also needed to bolster sales appointment attendance rates

Solution

- Deployed Ushur's Conversational Apps™ and Invisible App™ to deliver a digital app-like experience for enrollment appointment scheduling, proactive reminders, and rescheduling
- Immediately saw increased member engagement, appointment attendance and call deflection from contact centers