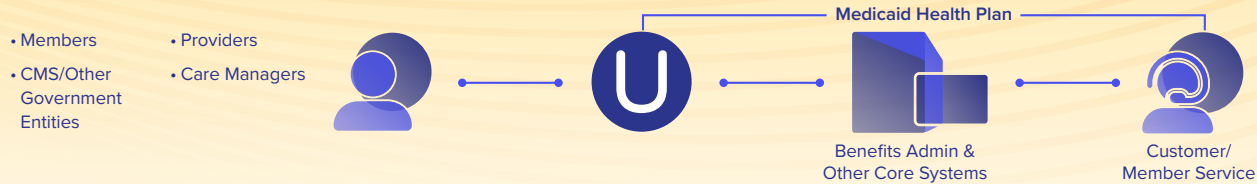


# Healthcare Journey & Micro-Engagements™

## Medicaid Plans



### Sales, Enrollment, Retention

- Permission to contact
- Redetermination education and member contact information gathering
- Redetermination process education and information / document gathering
- Annual / Open Enrollment announcements and reminders
- Annual benefit change overviews
- Benefits and member support education (health and other)
- Augmentation of other high volume live interactions sales / enrollment related activities with digital self-service

### Member Service

- Digital registration / onboarding
- Digital warm welcome
- ID card distribution
- Complex surveys - Health Risk Assessments, Social Determinants of Health
- SDOH resource and support (food, transport, etc.)
- Portal & App adoption / utilization
- Benefits and support program education (ongoing)
- Wellness / chronic condition support & education
- Rewards program education
- Life events, ex. household updates
- Information updates, ex. address changes

### Quality / Health & Well-Being

- Closing gaps in care (HEDIS, etc)
- Preventative care education
- Provider selection / change
- Provider steerage / referral management support
- Telemedicine access / appointments
- Appointment setting / reminders
- Emergency room diversion
- Readmission avoidance
- Pre- and post-discharge engagement / education
- Medication refill support
- Medication adherence support
- Medication Therapy Management
- Care plan adherence

### Claims

- Inquiries (claim status, EOB explanations, eligibility, etc.)
- Proactive status notifications
- Data collection to enable straight through processing
- Coordination of Benefits
- Grievance handling & appeals