

Smart Connect™



The business opportunity

According to the Centers for Medicare and Medicaid Services, United States healthcare spend is projected to reach nearly \$5.7 trillion by 2026¹

Client value

Our solution is designed to improve member engagement and health outcomes by applying the power of data analytics to identify and personalize each member touch point. We inform members to encourage actions that ultimately can:

- Increase care compliance
- Improve health outcomes
- Enhance satisfaction
- Reduce cost of care

While helping our clients:

- Boost risk scores
- Reduce member abrasion
- Raise HEDIS and Star ratings
- Reduce communication and engagement spend
- Integrate risk, quality, and care programs

Solution features

- Uses sophisticated analytics and centralized big data, including the client's existing claims data, to inform communication strategy and build targeted campaigns (e.g., the right message, to the right member(s), at the right time)
- Delivers targeted messaging to promote actions that can help improve health outcomes
- Helps to improve engagement rates over time with demonstrable results
- Provides a vendor agnostic, integrated reporting dashboard to view all member touch points across the organization; manage Smart Connect campaigns as well as information from other communication programs across your organization
- Supports a variety of communications outreach

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