

A Guide To Starting or Accelerating Your Virtual Engagement Program

This guide is designed to help you understand and progress on your own virtual member engagement journey and provide a framework for moving forward — to help you benchmark where you currently are, create a vision by helping you understand the kinds of expectations and areas you'll need to address and identify steps to help you advance to where you want to be.







Where Is Your Organization on the Virtual Engagement Journey?

As you move from left to right along the model, you'll be experiencing higher levels of sophistication and increased formalization. You'll also be improving data collection, implementing higher levels of personalization, and achieving more advanced measurement. Your virtual engagement programs will be getting bigger and become more the norm – more a part of your standard approach. As you progress, you'll also experience increased budgets, as well as more organizational energy and support.



INVESTIGATING

- Traditional channels telephone and correspondence - are the norm
- Investigating best approaches
- No distinct budget
- Seeking a clear vision and path forward



EXPERIMENTING

- Small number of pilot programs
- Secure email and/or video conferencing
- Focus on increasing care/case manager efficiencies
- Limited budget
- Seeking to develop learning and justification to expand programs



FORMALIZING

- Using omnichannel communications email, web, video, and messaging
- Virtual solution(s) integrated with core system(s)
- Member-centric "care journeys" vs specific touchpoints
- Vision aligned across departments
- Basic measurement framework & KPIs
- Formal budget



EXPANDING

- Omnichannel virtual care journeys
- Personalized content based on member needs and input
- Member preferences are stored/respected
- Advanced tools enable full "care circle" engagement
- Impacts on efficiency and health outcomes
- Member SAT grows and success stories
- Growing budget



EMPOWERING

- Virtual engagement more common than traditional
- Robust tracking and measurement
- Right messages reaching the right people at the right time - personalized and detailed workflow
- Organization-wide support
- Focus on optimization using extensive data
- Deploying Al





Getting Started Keys to Early Virtual Engagement Success



Set S.M.A.R.T Goals

- Specific (simple, sensible, significant)
- Measurable (meaningful, motivating)
- Achievable (agreed upon, attainable)
- Relevant (reasonable, realistic and resourced, results-based)
- Time (time-based, timely, time-sensitive)



Personalize the Experience

- Humanize member/patient-care manager engagement
- Target offer event-driven and contextual information to enable next best action
- Message intelligently across all channels and devices according to patient preferences and where and when they are ready to engage



Start Small

- Start with a simple campaign, using only one new virtual channel
- Select an easily targeted and tracked condition, such as high-risk pregnancy
- Set expectations for what's achievable in an early phase
- Focus on routine screenings, vaccination reminders, etc.
- Provide access to 360-degree member/patient data



Partner

- Align people, processes and technology so the care team can do their job in the most efficient and effective manner to achieve optimal outcomes
- Optimize workflows to create operational efficiencies
- Solutions must consider: Options, Preferences, Personalization, Actionable Direction, and Provide Help



Measure

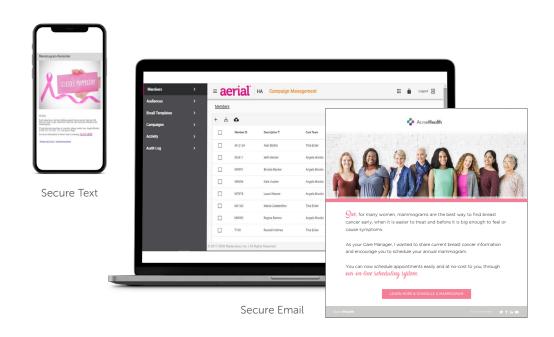
- Identify basic metrics to measure success, such as reach, open/contact rates, action/follow-through rates
- Consider HEDIS measures like mammograms, colonoscopies, diabetic A1C, etc.
- Don't start with complex measures like ED visit avoidance or longer-timeframe health outcomes

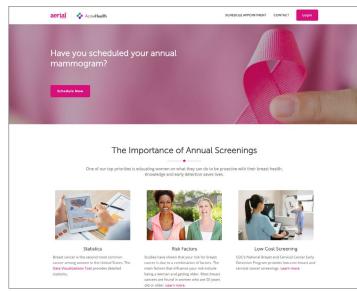


Guide

Medecision Enables a Seamless Consumer Experience with Automated Campaigns and Scheduling

Our digital platform provides integrated omni-channel virtual patient/member engagement, including secure text, secure email and video-conferencing with your patients/members and their circle of care.





Customizable Microsite

