

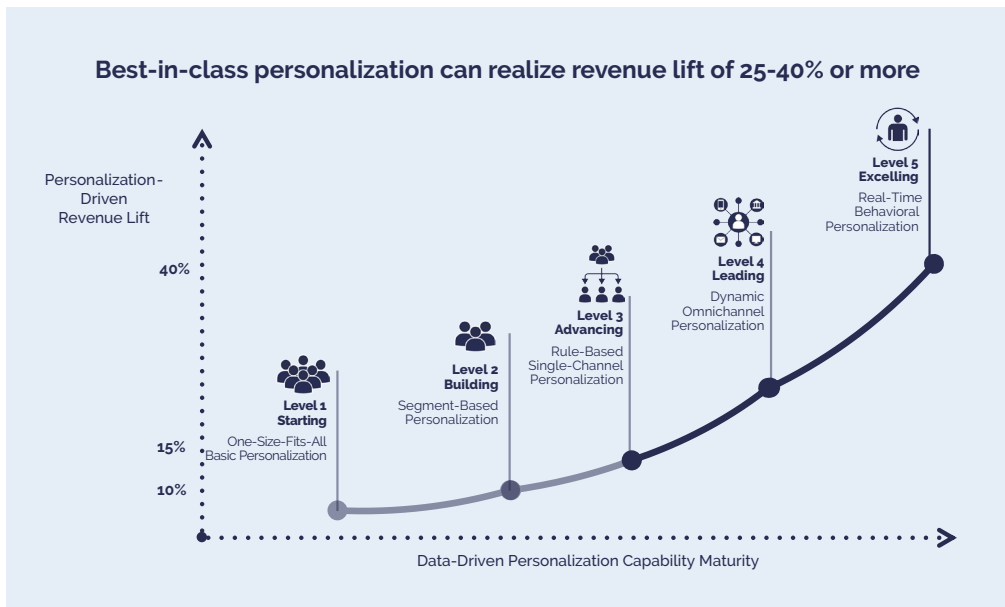
Technology + Expertise = Impactful Member Experience

Embracing member centricity in healthcare is a simple idea that is often difficult to execute, as healthcare is complex and highly personal. It requires a tailored step-by-step approach powered by rich data insights, and only then can payers achieve robust personalization and ultimately member centric next best action strategies. Many, if not all, payers are on the path to member centricity. However, by our estimate no single health plan has yet achieved as much as 50% of a member-centric vision enterprise wide.

According to BCG, “in just 6 to 12 months, some payers that have implemented personalization have seen customer experience improve by 10%, administrative costs drop by 5% to 10%, and quality standards increase by 20% to 25%.”¹

The graph below offers a roadmap to member centricity—a framework for payer executives to prioritize investments while securing short-term gains to support long-term strategy. Essentially, the more mature an organization becomes in personalizing interactions with its members, the greater its revenue and the lower its costs.

Where would you say your organization stands in terms of personalization maturity and member centricity?



Regardless of where you are now, Engagys and Redpoint can help you move to the next level and maintain steady progress toward member-centric experience and activation that drive the desired financial and quality improvements. We have found that the most practical innovations are cost-justified with a clear understanding of near-term investments and can be measured and forecasted in the context of improvements in your high value use cases.

Whatever use cases you are prioritizing, Engagys and Redpoint can enable you to scale your campaigns to generate greater value, drive tangible growth and accelerate on the path to industry-leading performance.

As Mark Twain said, *“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and starting on the first one.”*




Allow us to help you break down the tasks and chart a path to getting ahead.

<p style="text-align: center; font-size: 24px; font-weight: bold;">What:</p> <p style="text-align: center; font-weight: bold;">An exclusive low-commitment proof of concept specially tailored to where you currently are and where you would like to be on the path to member centricity.</p>	<p style="text-align: center; font-size: 24px; font-weight: bold;">Why:</p> <p style="text-align: center; font-weight: bold;">To ease decision-making, facilitate digital transformation and accelerate closing the member experience gap.</p>	<p style="text-align: center; font-size: 24px; font-weight: bold;">How:</p> <p style="text-align: center; font-weight: bold;">Creating a robust step-by-step strategy and an expert-guided execution plan, supported by industry-leading technology.</p>
--	--	--

	Starting >	Building >	Advancing >	Leading >	Excelling
Strategy & Coordination	Stand-alone strategy	Team strategy	Cross-team strategy	Enterprise-wide strategy	Ecosystem strategy
Member Profile	Fragmented member data	Limited consumer data	Enriched consumer data	Unified static member profile	Real-time 360° member profile
Segmentation	“Manual” list building	Code-dependent segmentation	Granular no-code segmentation	Dynamic segmentation	GenAI-powered segmentation
Personalization	Basic PII personalization	Segment-based personalization	Rule-based single-channel personalization	Dynamic omnichannel personalization	Real-time behavioral personalization
Engagement Orchestration	Single-channel engagement	Outbound channel coordination	Selective in/outbound coordination	Omnichannel orchestration	Predictive Omnichannel orchestration
Analytics & Reporting	Channel-based reporting	Campaign reporting	Basic dashboards	Advanced dashboards	Outcome-focused reporting

Let’s discuss the short-term gains that can power your long-term strategy.

Sarah Lull
Healthcare CX Account Executive

 sarah.lull@redpointglobal.com
 <https://www.linkedin.com/in/sarah-lull/>
 (781) 694-1511

Engagys is a management consulting firm assisting health plans to embrace consumer and member centricity. Engagys has led hundreds of projects for national and regional health plan clients, including five of the top six national plans and Blue Cross Blue Shield plans, serving as a catalyst to accelerate realization of associated financial value.

www.engagys.com

Redpoint creates the most complete, timely and accurate unified member profile using industry-leading data quality and identity resolution. Healthcare leaders rely on Redpoint’s dynamic, no-code segmentation and effortless omnichannel orchestration to fuel personalized experiences that drive tangible ROI from member acquisition, engagement and retention strategies executed in a HIPAA-compliant environment.

www.redpointglobal.com

¹ BCG, Delivering on the Promise of Personalization in Health Care, 2022