

# Empowering Health Plans with AI: A New Era of Member Engagement

Engagys and Redpoint Global: Unleashing the  
Power of AI for Health Plans



Artificial Intelligence (AI) is transforming industries at an unprecedented pace, and healthcare is no exception. Health plans, however, have been slower to adopt these revolutionary tools compared to other sectors like pharmaceuticals and medical devices.

As the industry faces disruption, the time has come for health plans to leverage AI to reimagine their relationships with members, enhance operational efficiency, and secure a sustainable competitive advantage.

Engagys and Redpoint Global are here to guide you on your AI implementation journey with advanced data capabilities and strategic guidance.

## **Limited-Time Offer: Low-Commitment PILOT**

Experience the power of personalized, AI-powered member engagement without the long-term commitment.

We're offering a low time-commitment PILOT that allows your health plan to test our integrated solution on a small scale without filling up your calendar with meetings.

You'll have the opportunity to see real results in data quality and member engagement before making a full investment.

### **This PILOT includes:**

- ✓ **Generative AI solutions** tailored to your health plan's unique needs.
- ✓ **Data integration support** to ensure your AI technology operates on a solid data foundation.
- ✓ **Strategic advisory and guidance** from our team of healthcare engagement AI professionals.

## **Start your AI Implementation Journey Today**

Don't let the complexities of AI hold your health plan back. Partner with Engagys and Redpoint for a low-commitment PILOT and experience the benefits of AI-driven engagement without the risks.



KEY CAPABILITIES

- + **Advanced Member Data Management:** Clean, consolidated member data is the foundation of successful AI initiatives. We help health plans tackle their member data challenges, ensuring that AI models are built on accurate, unified data sets that drive reliable insights and predictions.
  - Rapid (yet strategic) AI Implementation:** Swiftly implement AI-driven solutions, from automated member interactions to enhanced predictive models. We'll help you select use cases and implement AI in a way that aligns with ethical standards and member-centric goals, ensuring that AI-driven decisions are transparent, fair, and beneficial to all members. These solutions not only improve operational efficiency but also set the stage for long-term competitive advantage.
  - + **GenAI Powered Member Interactions:** With AI-driven systems, automate routine member interactions across your channels in real-time. This omni-channel approach not only improves efficiency but also enhances the member experience by providing timely, personalized responses.
- And more:**
- Enhanced digital interfaces that yield improved relationships.
  - AI-driven determination of next best actions.
  - Enhanced and cross condition predictive models.
  - AI-enhanced coordination of care across multiple providers.
  - Even a redefinition of the health payer's role in a member's health.

REAL RESULTS



**90%** CDP-powered automation of manual data processes.



Up to **50% reduction of labor costs** with Engagys' AI-powered, member-centric content creation solutions.

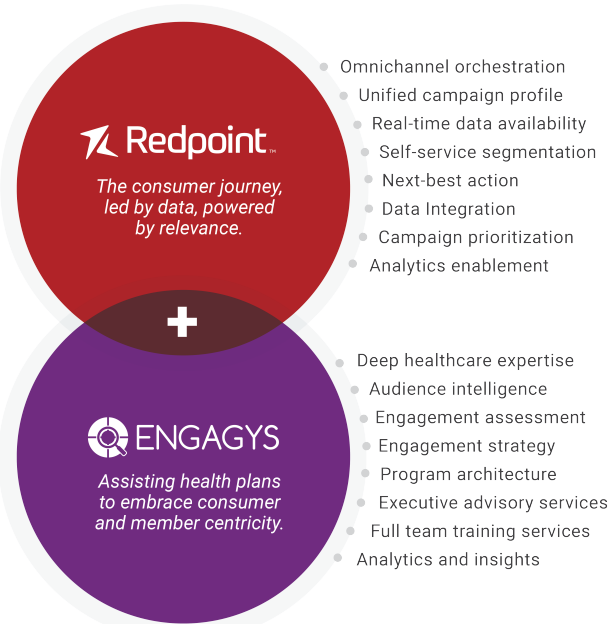


**Securing competitive advantage** by promoting customer intimacy as your primary competitive strategy.



**79% increase in conversions** through real-time interactions and recommendations.

Engagys & Redpoint Driving value at scale



About Our Partnership

Engagys and Redpoint Global have combined their expertise to offer health plans a comprehensive AI enablement solution. This partnership is grounded in a shared commitment to helping health plans not just adopt AI but strategically deploy it to redefine member relationships, streamline operations, and drive cost-savings.

**Engagys** brings deep healthcare industry knowledge and a proven track record in improving member engagement.

**Redpoint Global** delivers state-of-the-art CDP technology and data management capabilities.



Learn more about the PILOT →