



## Closing the Context Gap in Member Data to Drive Senior Adherence, Satisfaction, and Loyalty



To effectively engage with seniors, health plans need **contextualized data** that provides a full view of each member, going beyond clinical and claims data to provide a **unified, real-time member profile** that connects:

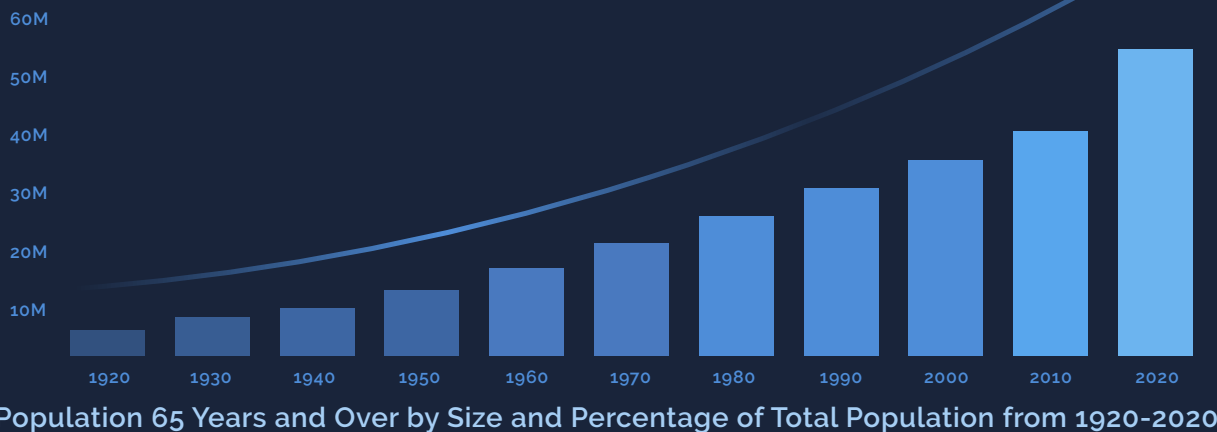
- clinical history with behavior signals,
- social determinants of health (SDOH),
- caregiver involvement,
- demographic characteristics,
- communication preferences.

A more holistic understanding of senior members with situational awareness will help health plans deliver **meaningful outreach** that encourages care action.

While seniors represent an increasingly growing market for health plans, traditional engagement tactics can miss the mark for this population. Seniors are not looking for more generic outreach from their health plan, they're looking for **individualized support** that provides solutions for their unique care barriers and **empowers them** to navigate their health journey independently.

Older adults are the fastest growing segment of the population.

**By 2030, one in five Americans will be 65 or older.**

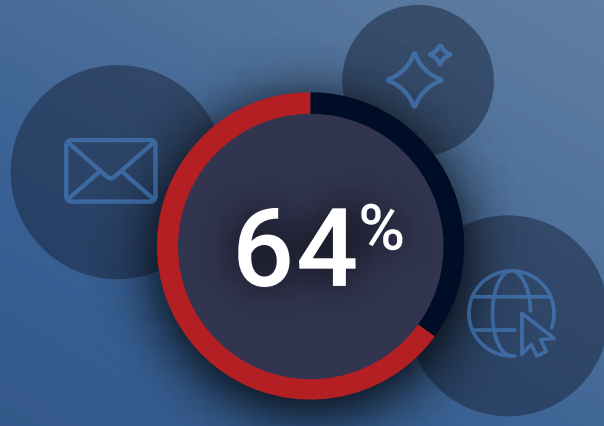


Population 65 Years and Over by Size and Percentage of Total Population from 1920-2020

## Connection Beyond Digital Encounters

Today's seniors are more digitally connected than ever, but they still prefer **human connection** over digital experiences. Many use technology daily but generally feel that digital tools are not designed with their use in mind.

According to the AARP, older adult tech adoption is rising, but usability gaps persist, creating frustration and discouragement. Seniors also value long-term provider relationships and want clear guidance about benefits and costs in a language that they can understand. When plans provide clarity, they earn lasting trust and drive follow-through on care.



**64% of older adults** said technology is not designed with their age group in mind

## The Access Gap Undermining Engagement

While seniors want to take charge of their health, many face barriers to care.

**These barriers include:**



### Transportation

**71% of seniors** stated that transportation is a moderate or serious barrier to accessing care.



### Digital Access

Although over **80% of older households now have internet**, there is fragmented use of telehealth, particularly among lower income, rural, and older sub-populations.



### Social Determinants

SDOH and behaviors account for **60-80%** of health outcomes and utilization.



### Caregiving

Over 63 million Americans provide care to loved ones, a nearly **50% increase** since 2025.

Relying exclusively on clinical outreach to senior citizens isn't enough. Without addressing these non-clinical obstacles, engagement with senior members will not hit value-based care goals

## Personalization that Preserves Independence

Meaningfully engaging seniors requires health plans to shift their outreach strategy to focus on **audience relevance**. Plans must **unify health consumer data** from across clinical, behavioral, and social domains to understand each member's unique health drivers and use those insights to **deliver the next best action in real time**.

**In action, this can look like:**



Scheduling in-home visits



Arranging transportation for members and a trusted caregiver



Enabling proxy access

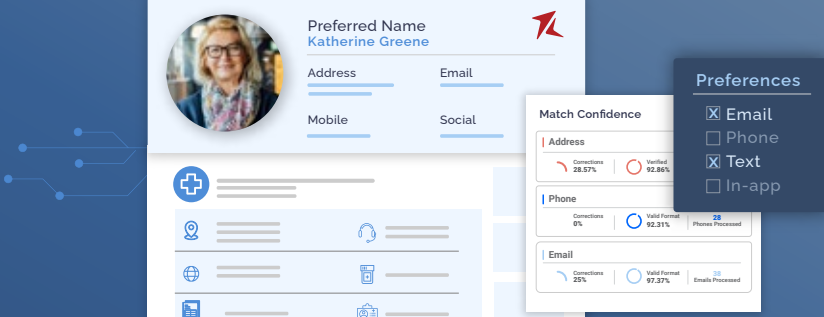


Offering cost estimates in plain language

This approach honors independence, reduces friction, and drives measurable outcomes.

## How Redpoint Global Can Help

Seniors are not a single, uniform population, and plans cannot afford to treat them as one. Redpoint Global makes it possible to see the full person behind the member ID, connecting clean, contextual data across all touchpoints to power personalized engagement at scale.



With a **unified, real-time profile** of each member, plans can anticipate barriers to care, engage seniors through their preferred channel, and guide them to the right care while overcoming barriers, without **eroding their independence**.

The result is **higher adherence, better outcomes, and stronger loyalty** from the members who matter most.

## Power Senior Engagement and Measurable ROI

With Redpoint's **Data Readiness Hub**, health plans can move beyond generic outreach to deliver meaningful experiences for seniors that build trust and inspire them to follow-through with care. When seniors feel **seen, supported, and respected**, they're more likely to complete care and stay in-network.

Learn more about how Redpoint is helping health plans contextualize data to drive senior engagement.

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