

**From:** Fred Allison  
**Sent:** Thursday, May 19, 2011 8:37 AM  
**To:** Robin Rees  
**Subject:** 3 Key Questions to Ask of Your Member Enrollment Program

VAROLII



## Improving Economic Outcomes and Patient Health

Dear Robin,

**Is it *really possible* to effectively engage thousands of healthcare consumers in disease management and wellness programs without spending a fortune?**

A new special guide from Varolii Corporation says yes – as long as your member engagement strategy can answer three simple questions and avoid the common pitfalls. Click here for a free copy of "[Improving Economic Outcomes and Patient Health](#)."

In this guide, you'll not only learn what the answers to those three critical questions should be, you'll also find out:

- **Four of the most difficult barriers** to overcome for effective engagement
- **Two hidden costs** of program under-enrollment
- **How to eliminate up to 95%** of your outreach costs
- **Three critical factors** in achieving efficient AND effective outreach

Plus, you'll see how an automated approach to engagement can deliver immediate, transparent clinical and cost outcome reporting—a clear advantage in making HEDIS evaluations simpler and less expensive. To download this valuable guide today, [click here!](#)

Sincerely,

**DOWNLOAD  
THE WHITE PAPER**



**Download "Improving Economic Outcomes and Patient Health"**

**Fred Allison**

Varolii Corporation

**P.S. The guide also includes the results of a positive clinical study** of elderly hypertensive patients who participated in an automated engagement program. The results were the subject of a DMAA conference presentation and appeared in a peer-reviewed article in *American Drug & Health Benefits*. [Click here](#) to get your free guide today.

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