

Healthcare Communications

Progressive Engagement



Overview

Varolii Progressive Engagement reaches and interacts with more members, lowers administrative costs and drives greater member adherence across your program lifecycle.

Benefits

- Increases program enrollments as much as 30% with high quality, HIPAA-compliant communications
- Generates more revenue from additional enrollments
- Increases program adherence and corresponding HEDIS scores by interacting with more members using personalized, interactive automated communications
- Drives and monitors members' progress in their specific programs to improve health outcomes
- Frees up highly trained specialists to focus on high-value activities, increasing overall efficiency and improving their job satisfaction

Improving Communications Across the Program Lifecycle

Keeping members engaged and adherent are critical to the success of Disease Management and Wellness Programs

The single largest cause of preventable morbidity is lack of patient adherence to prescribed therapies and recommended self-care. Disease management and wellness programs can have a positive influence on member behavior and increase adherence – but only if members stay active in the program. That is why many organizations spend up to 30% of revenues to engage members using high-touch methods.

Unfortunately, outreach is typically limited to the top 10-15 % of the most at-risk patients, thereby restricting the impact of the program. Varolii Progressive Engagement is an intelligent automated communications solution you can use to cost-effectively enroll and engage more members, influence their health behavior, and drive adherence throughout the lifecycle of their programs.

Proven Technology and Experience to Drive Results

Varolii has delivered more than 5.3 billion communications on behalf of some of the nation's largest, most well-known organizations. Using its unique set of capabilities and best practices gleaned from years of experience, testing and analysis, Varolii has partnered with 2 of the 3 largest disease management companies to increase member enrollments, keep members active in the programs and cut engagement specialist costs. Using Varolii solutions developed specifically for the healthcare industry, our clients have achieved:

- **A 700% increase in member contact rates**
- **A 50%-80% gain in member requests to schedule enrollment appointments**
- **A 10% decrease in cost per blood pressure reading vs. a manual call by a nurse**

WHY VAROLII?

There are many reasons why healthcare industry leaders choose Varolii, including:

- Varolii provides the only true cross-channel communications solution, blending a series of voice calls, text messages and email into a single conversation.
Benefit: *You'll reach more members in less time, and provide clear options for them to take action—all without confusing or spamming them.*
- Varolii Progressive Engagement is a self-learning solution. It delivers greater interaction rates through personal, interactive conversations with each individual.
Benefit: *Varolii automatically analyzes each member's prior interactions to adjust future communications.*
- Only Varolii offers a complete team specifically tasked with ensuring your success.
Benefit: *You'll gain insight into where, when, and how to use automated communications for maximum benefit.*

CONVERSATIONS TO ENGAGE MEMBERS AND DRIVE ADHERENCE AT A LOWER COST

Varolii Progressive Engagement includes five personalized, interactive, HIPAA-compliant, automated conversations:

- **Engage** — Informs members that a letter has recently been sent with important information about a healthcare management or support program designed to help the member lead a healthier life and reduce disease risk. In addition, the call offers the option to speak to an enrollment specialist and receive one-on-one assistance.
- **Enroll** — Offers members the option to enroll in a healthcare program via an automated system. The call describes the benefits of the program and offers the option to transfer to an enrollment specialist.
- **Monitor** — Checks-in with a member to monitor their health condition, medication, or other side effects; assesses and monitors progress in a wellness program; and offers the option to speak with a healthcare specialist to receive one-on-one assistance.
- **Reminder** — Reminds the member about an appointment and offers the option to speak with a healthcare specialist to reschedule an appointment.
- **Re-engage** — Reaches out to members who have enrolled in a program but not taken any further action to see if they would like to re-engage with the program or speak with a healthcare specialist.

SOLUTION HIGHLIGHTS

Secure Data Integration



- Your data is protected at all times with **secure file transfer protocol**, 24/7 technical support and any necessary troubleshooting.
- **Save additional costs** with the Varolii ID rule to stop calls to phone numbers identified as invalid or not working.

Complete Channels & Contact Strategy Options



- **Ensure your message gets through quickly** with minimum retries using a blend (Cross-Channel) of voice, email, and SMS.
- **Reach members when they want to be reached** using the Varolii ID rule to determine the best hour to contact a member.
- **Keep answering machine messages to a minimum** with the Varolii ID rule and stop calling members after you leave a message.

Personalized Conversations



- **Increase response rates** with a combination of voice, email, or SMS (Cross-Channel) to reach previously unreachable members.
- **Maintain your brand** with customizable messaging (English or Spanish available).
- **Incite your members to take action** with the Varolii ID rule by automatically changing message content based on whether or not a member has enrolled.

Flexible Contact Center Integration



- Immediately **reach high priority customers** by intelligently connecting them to an agent using the Agent Connect capability.
- **Ensure high member satisfaction and maximum enrollment** efficiency with seamless contact center integration, including contact pacing of outbound calls to match call contact center volumes. This feature **lets callers know expected hold times and provides healthcare specialists with member information before they pick up a call.**

Full Range of Reporting & Analysis Tools



- Varolii Progressive Engagement includes more than **40 detailed reports and an online dashboard to track numerous key performance indicators in real time.**
- Get maximum value by working with Varolii Client Services to **analyze your results, leverage best practices, and identify changes.**



About Varolii

Varolii is the market and technology leader in smart, automated communications. Its on-demand communication solutions help healthcare organizations effectively reach and interact with large numbers of healthcare consumers. www.Varolii.com

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