

# COVID-19 Vaccination Digital Outreach and Engagement Services

Superior member engagement and  
end-to-end vaccination experience



As health systems begin COVID-19 vaccine rollout at scale, every member deserves to receive personalized support and access to care across the vaccination journey. Frictionless engagement aimed at bridging the gaps in care, including enabling tailored communication, tracking symptoms and gathering feedback, is vital to success.

Designed to seamlessly onboard Health Plans, our **Digital Outreach and Engagement Solution**, can scale rapidly by leveraging our ready to implement platform with healthcare decoded, member-friendly content. The hyper-personalized, action-based solution eliminates traditional native app downloads, making it highly intuitive and user-friendly.



Rapid  
**14 Day**  
implementation

## Navigate COVID-19 successfully: Become a global change agent

- ▶ **AI/ML based member stratification** - Deploy Machine Learning-based risk modeling for identification, categorization and prioritization of members for vaccination outreach
- ▶ **AI powered omnichannel engagement** - Identify the best channel and time of choice for each member based on their profile, history and demographics
- ▶ **Personalized outreach** - Create outreach strategies based on member preferences, with tailored content across channels with our Human Centered Design and Communication
- ▶ **Integrated call services** - Connect with your large member base to increase conversions with empathetic human touch
- ▶ **End-to-end reporting and dashboards** - Evaluate in real-time and make adjustments on the fly to improve adoption rates





## Outcomes delivered

<b>56%</b> response rate	<b>6x - 10x</b> ROI in year one
<b>62%</b> engagement rate for women 60+	<b>\$913K</b> in operational savings for 500K digitally engaged members in a week
<b>58%</b> engagement rate for men 70+	

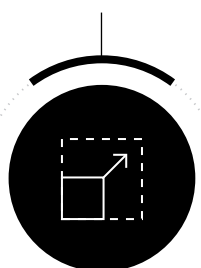
### Intuitive digital engagement

Proven digital member engagement platform powered by AI/ML for demographics-based personalization



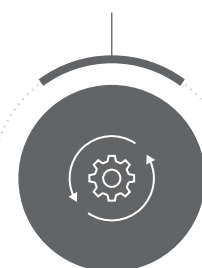
### Scalability and reliability

Scale quickly and reliably while we manage the demands of your high-volume member schedules



### Speedy setup

Rapid two-week implementation and ramp up, helping you make the most of your members' drive for action



### Tailored relationship building

Elevate member experience with follow-ups, validation, scheduling, alerts and grievance handling



### Change agent capabilities

Become a global change agent, helping members successfully navigate COVID-19 with insights from near real time dashboards





### Cost savings

Significant reduction in administrative burden and costs with mandatory outreach services, underpinned by an AI platform



Are you looking to seamlessly scale COVID-19 vaccination services, establish a personalized relationship with your members and boost member satisfaction? **We can help.**

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