

# Health Risk Assessment Survey Solutions

Deliver a great experience to members. Develop better risk insights faster and more efficiently with a digital-first multichannel approach to health risk assessments.

Using paper or phone surveys to gather member health data too often results in high member friction, significant expense -- and low completion rates. Without timely, accurate health data, risks can't be analyzed accurately so your plan and members face greater potential for poor health outcomes and higher health costs. Improve member engagement, reduce process turnaround time and quickly collect the data you need to assess member health risks with digital multichannel Health Risk Assessment (HRA) services from Firstsource.

## Improve efficiency and reduce costs with a digital-first multichannel approach to HRA surveys

We combine leading digital tools, including an adaptive, on-demand app, traditional outreach channels and comprehensive reporting in our HRA solution to deliver these benefits:

- High completion rates through digital outreach: 25% to 30% response rate with digital vs. 7% to 10% with postal mail
- Lower turnaround time for HRA process with digital and interactive visual member engagement
- Response-driven interactions for concise and more easily completed digital HRA forms
- Lower costs through higher completion rates and faster turnaround
- Improved member experiences by offering them their preferred HRA survey options at times convenient for them

## Increase completion rates and improve experiences with convenient digital communication and conversion options

Our HRA solution helps you collect better data more quickly because of our comprehensive approach to member outreach and engagement that includes the following:

### Campaign Planning →

We begin by analyzing your member outreach list. We validate contact information, enrich it to get the right details and review interaction history to determine the most effective engagement channel for an individual member.

## Reporting and Insights →

Our robust reporting and analytics engine delivers in-depth insights across key dimensions, enabling data-driven decision-making, such as how best to tailor future member engagement efforts.

## Execution through Digital and Traditional Channels →

We launch outreach through digital channels that include on-demand apps, microsites, web portals, text and emails. These channels reach most of the targeted members in the shortest time possible with minimal to no manual effort.

Members who don't complete surveys via these digital channels receive paper questionnaires that emphasize the availability of alternate digital response channels. These include a QR code that launches a microsite when scanned; a web portal address; a dedicated fax channel; and member contact center number. With this array of convenient options, even members receiving paper surveys may still respond digitally or via voice.

## On-demand digital flexibility and convenience improve response rates

Our HRA solution features an on-demand app capability. The on-demand app transforms the member HRA journey from frustrating encounters with voice mail trees or paper surveys into a frictionless visual experience. With no need to download software, your members may launch this experience whenever and wherever it is convenient for them. The on-demand app and its Visual IVR features allow members to respond to the questionnaire more easily, with the app dynamically adjusting survey queries based on a member's responses.

### The app and overall solution provide these additional features that will transform your HRA process:

#### Your branding across multiple devices

The app adapts digital HRA forms with your branding to deliver the best user interface to members based on whatever devices they use, including PCs, laptops, tablets or smartphones.

#### Member-driven scheduling

Use associate initiated or automated workflows to send the on-demand app to members at the time they choose, resulting in better completion rates.

#### Comprehensive real-time reporting

Easily track response rates with our reports that capture member responses across all channels including real-time data on user interactions with the on-demand app, plus conversions via calls and postal mail.

#### Quickly launch app to gather data on new members

Build custom on-demand apps in hours to reach out to new member groups or new cohorts.

#### Built-in compliance

The on-demand app complies with CMS guidelines for Medicare Advantage plans.

## Take a digital-first approach to HRA

Let us show you how our digital-first, multichannel approach to the HRA process will help you streamline data collection and assess risk more accurately while delivering superior experiences to your members. Contact us to learn more: <https://www.firstsource.com/contact/>.