

Member recruitment: The first step to reinventing engagement

The challenges

Keeping members engaged in their health is critical to improving outcomes. So it's no surprise that leading health plans invest in **digital health management solutions** to support members outside the walls of care delivery. But as many health plans will agree, it's difficult to recruit members into these health management programs and keep members engaged in a way that's valuable to them. Why?

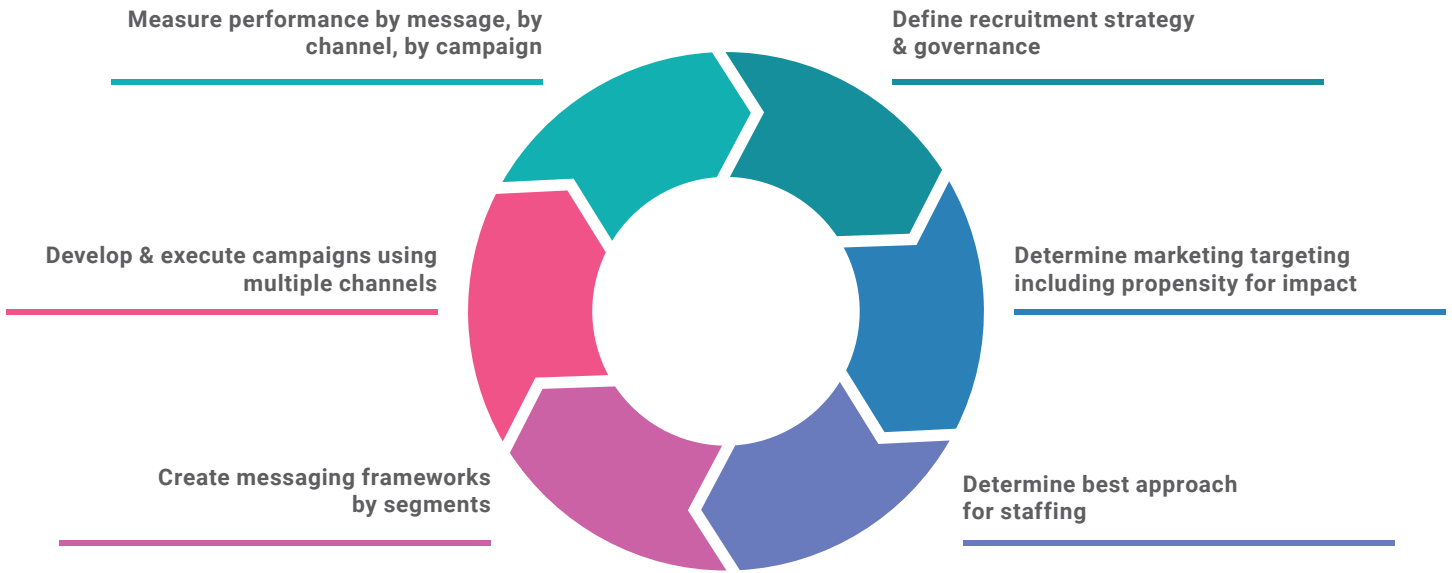
- There isn't an established partnership between marketing and care management departments, making it harder to collaborate to increase awareness for care management
- Claims-based targeting makes it difficult to set expectations around how many members will enroll

- Plans don't utilize all available marketing channels to drive awareness and recruitment
- It's hard to justify a marketing budget or set expectations around effectiveness when past care management campaigns haven't been measured
- Care team staff may worry about being overwhelmed, leading to apprehension toward an influx of members brought in through marketing efforts

The proven marketing methodology to maximize recruitment and engagement

To maximize member enrollment, improve clinical staff efficiency, and unite departments to improve the member experience, innovative health plans adopt this proven marketing approach:

The proven marketing methodology



Achieving success at each stage of the marketing methodology

Better member engagement doesn't happen overnight. But when health plans adopt a collaborative and iterative marketing approach, they can learn from their efforts to drive continuous improvement. In our partnerships with leading health plans, we've observed that the following best practices can help organizations like yours increase member recruitment to drive engagement, satisfaction, and staff efficiency:

STRATEGY AND GOVERNANCE

Consult with your team to increase the reach of recruitment programs to engage a larger member population. Consider the benefits and cost-effectiveness of marketing campaigns compared to staff time spent recruiting members by phone, rather than engaging members in their care plan.

MARKETING TARGETING

Identify members based on clinical needs, as well as emerging and actual risk and cost.

MESSAGING

Leverage consumer insights to segment engagement campaigns and personalize messaging.

CAMPAIGNS ACROSS CHANNELS

Leverage your marketing team's insights on reaching and engaging more people in different ways.

STAFFING APPROACH

To increase workflow efficiency and effectiveness, dedicate non-clinical staff to recruiting and onboarding members while care managers or clinical health coaches focus on ongoing health management.

MEASUREMENT

Give yourself a meaningful learning period to gather data and finetune your strategy—and don't be ashamed to admit something didn't work.

About Wellframe

The Wellframe digital health management solution supports the comprehensive needs of patients beyond the walls of care delivery. Wellframe translates evidence-based, peer-reviewed guidelines and literature into an interactive daily checklist delivered to patients through the Wellframe mobile app. As patients engage with the Wellframe app, their data is shared in real time with their care team through the care team dashboard, which utilizes advanced algorithms to generate early intervention alerts. With secure two-way messaging, Wellframe facilitates long-term, trusted relationships between patients and care teams.

