

CHECKLIST

How to keep Medicaid members engaged in their health

Health plans face key challenges when trying to engage Medicaid members toward improved outcomes, as it is traditionally difficult to enroll them in health management programs, reach and engage members in their health, and support their holistic health needs in one solution. Plans are also under increasing pressure to offer a digital solution in order to stand out to win competitive state contracts.

To differentiate and successfully enroll, engage, and support the whole health of Medicaid members, organizations should consider a new approach known as digital health management. The right digital health management strategy should help you achieve the following capabilities so that you can better engage your Medicaid members beyond the four walls of care delivery.

PROVIDE A DIGITAL EXPERIENCE TO IMPROVE MEMBER ENGAGEMENT

- ✓ Deliver convenient health support directly to members' smart devices in addition to telephonic outreach, as many members don't have a home phone, may frequently change addresses, and are often unable to pick up calls during business hours

- ✓ Facilitate high-touch, sustained, and supportive relationships between members and their care team through omni-channel communications, such as video chat and secure two-way messaging
- ✓ In addition to clinical guidance, provide encouragement, emotional support, and motivation for behavior change through this digital channel

SUPPORT THE WHOLE PERSON

- ✓ Provide holistic support in one solution with multiple clinical programs for:
 - Chronic conditions
 - Comorbidities
 - Behavioral health needs
 - Social determinants
 - Maternal health needs (from beginning of pregnancy to postpartum)
 - Substance abuse disorders
 - ESRD/Chronic kidney disease
 - Oncology
 - Care transitions

- ✓ In addition to meeting readability requirements, make sure your digital health content also helps your members increase their health literacy so they can make appropriate health decisions
- ✓ Deliver health support in the native language of your member
- ✓ Personalize clinical programs to meet the specific needs of each member and where they are in their recovery or health management journey
- ✓ Offer functionality to guide parents and caregivers with pediatric needs including asthma and NICU support
- ✓ Collaborate with providers to increase in-person recruitment
- ✓ Partner with onboarding specialists to help members easily enroll in the platform
- ✓ Make sure you have access to advanced analytics to measure the effectiveness of recruitment efforts and continuously improve

HELP MEDICAID MEMBERS OVERCOME DIGITAL HEALTH ENROLLMENT BARRIERS

- ✓ Develop compelling, multi-touch marketing campaigns promoting the digital health program through channels such as email and social media, in addition to telephonic recruitment



The Wellframe digital health management solution supports the comprehensive needs of people 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.

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