

# Empower Medicaid members to fully engage in their health



Support your Medicaid members in overcoming health barriers by engaging them on their own terms. Wellframe's Digital Health Management solution helps your care teams provide the whole-person support and competitive member experience that will differentiate your organization.

## Overcome enrollment barriers

Wellframe partners with health plans to improve member targeting and enrollment in Digital Health Management. Our team consults on scripts, telephonic outreach, and member marketing campaigns. We also collaborate with providers to increase in-person recruitment. Trained onboarding specialists collaborate with care teams to help members enroll easily. With our advanced analytics, Wellframe can measure recruitment efficacy and identify new opportunities.

## Improve member engagement

Telephonic outreach can be unreliable for Medicaid populations. Wellframe's digital

engagement solution increases care team efficiency and member satisfaction by delivering health support directly to members' smartphones, so they can engage on their own terms. With secure mobile messaging and video chat capabilities, Wellframe facilitates high-touch, sustained, and supportive relationships between members and their care teams.

***“Each day I go on the app, I get a feeling that I am interacting with a real person. Questions that come to mind are answered and reminders are received right on time. This is a wonderful app.”***

***—Wellframe user***

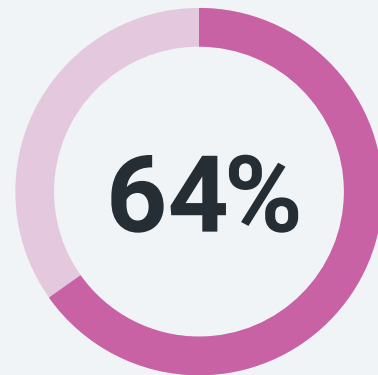
Plus, Wellframe's platform makes it easier for your staff to provide encouragement, emotional support, and motivation to more members using digital tools. This convenient, omni-channel support, encourages members to engage more often and feel more in control of their health.

## Support the whole person

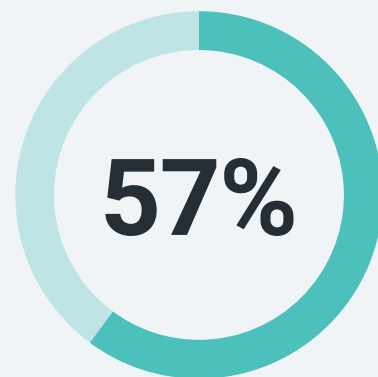
Target health behaviors and address quality measures with programs designed to meet the complex needs of Medicaid populations. Our team of in-house clinicians translates evidence-based, peer-reviewed guidelines and literature into 70+ mobilized care programs designed to target health behaviors and address targeted quality measures. These resources are designed to improve members' health literacy.

Programs can be personalized to meet the individual needs of each Medicaid member, so care teams can support chronic conditions and comorbidities—including behavioral health, social determinants of health, maternal health, substance abuse, and transitions of care—simultaneously. We also offer pediatric programs to help caregivers manage asthma, get NICU support, and more.

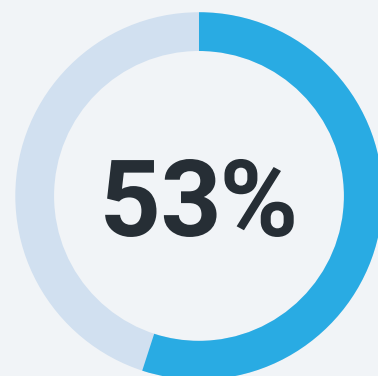
## Medicaid member insights



**report that they sometimes, often, or always feel overwhelmed by managing their care**



**said managing a chronic condition increased anxiety, depression, or both**



**are not aware their health plan offers a team of nurses to help them at no additional cost**