



Guide

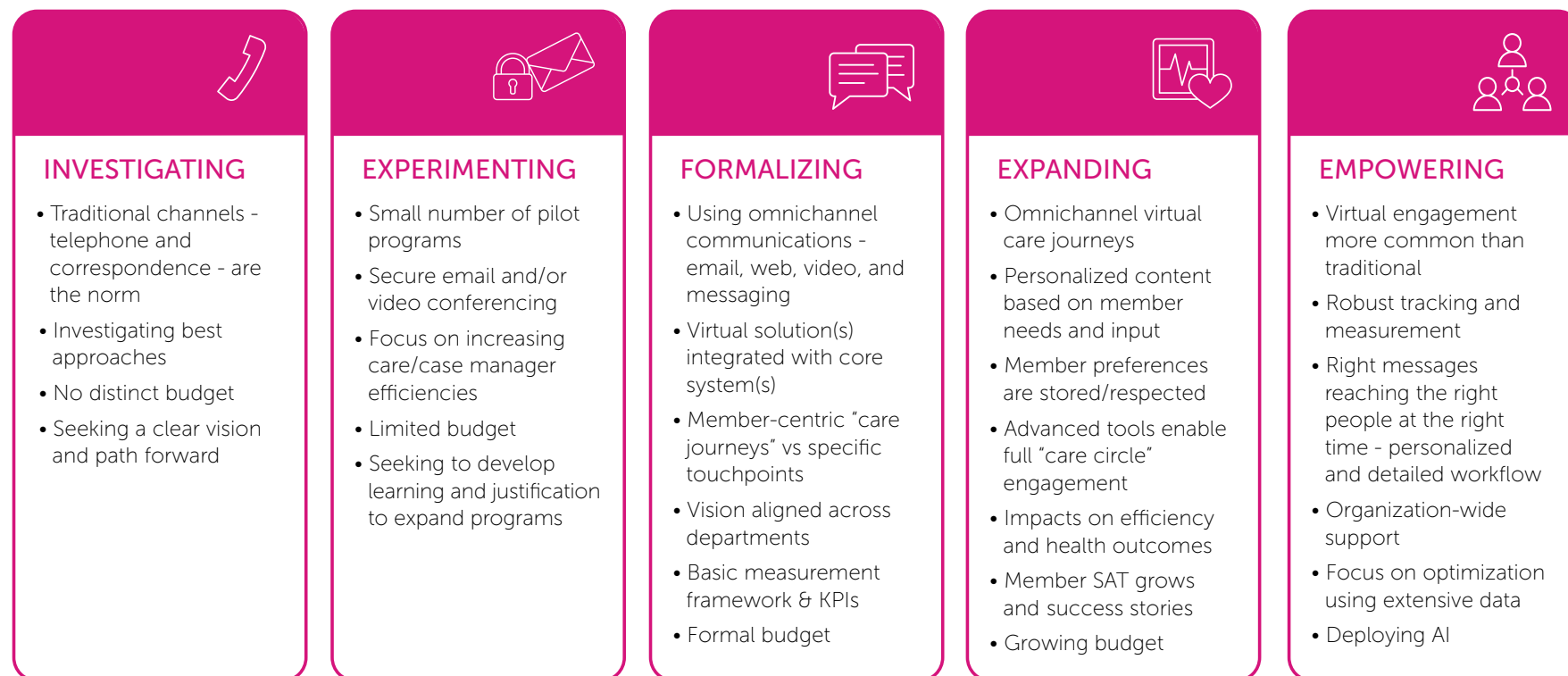


A Guide To Starting or Accelerating Your Virtual Engagement Program

This guide is designed to help you understand and progress on your own virtual member engagement journey and provide a framework for moving forward — to help you benchmark where you currently are, create a vision by helping you understand the kinds of expectations and areas you'll need to address and identify steps to help you advance to where you want to be.

Where Is Your Organization on the Virtual Engagement Journey?

As you move from left to right along the model, you'll be experiencing higher levels of sophistication and increased formalization. You'll also be improving data collection, implementing higher levels of personalization, and achieving more advanced measurement. Your virtual engagement programs will be getting bigger and become more the norm – more a part of your standard approach. As you progress, you'll also experience increased budgets, as well as more organizational energy and support.



Getting Started

Keys to Early Virtual Engagement Success



Set S.M.A.R.T Goals

- Specific (simple, sensible, significant)
- Measurable (meaningful, motivating)
- Achievable (agreed upon, attainable)
- Relevant (reasonable, realistic and resourced, results-based)
- Time (time-based, timely, time-sensitive)



Personalize the Experience

- Humanize member/patient-care manager engagement
- Target - offer event-driven and contextual information to enable next best action
- Message intelligently across all channels and devices according to patient preferences and where and when they are ready to engage



Measure

- Identify basic metrics to measure success, such as reach, open/contact rates, action/follow-through rates
- Consider HEDIS measures like mammograms, colonoscopies, diabetic A1C, etc.
- Don't start with complex measures like ED visit avoidance or longer-timeframe health outcomes



Start Small

- Start with a simple campaign, using only one new virtual channel
- Select an easily targeted and tracked condition, such as high-risk pregnancy
- Set expectations for what's achievable in an early phase
- Focus on routine screenings, vaccination reminders, etc.
- Provide access to 360-degree member/patient data



Partner

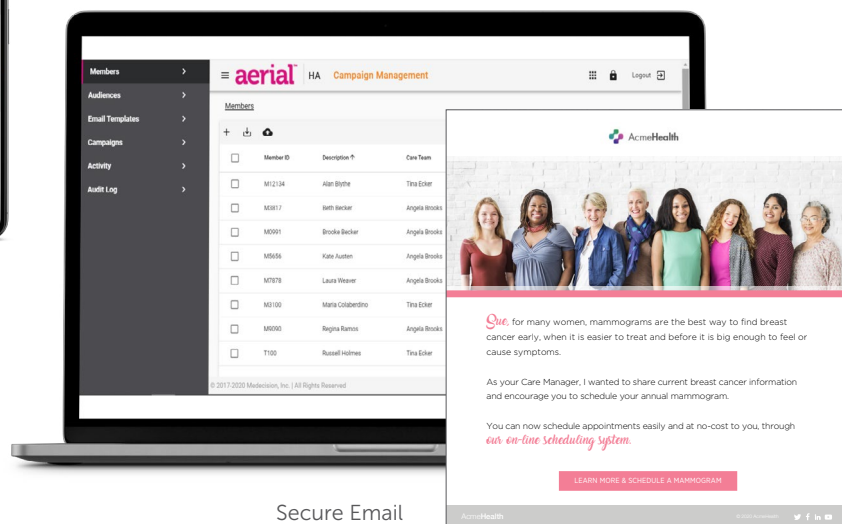
- Align people, processes and technology so the care team can do their job in the most efficient and effective manner to achieve optimal outcomes
- Optimize workflows to create operational efficiencies
- Solutions must consider: Options, Preferences, Personalization, Actionable Direction, and Provide Help

Medecision Enables a Seamless Consumer Experience with Automated Campaigns and Scheduling

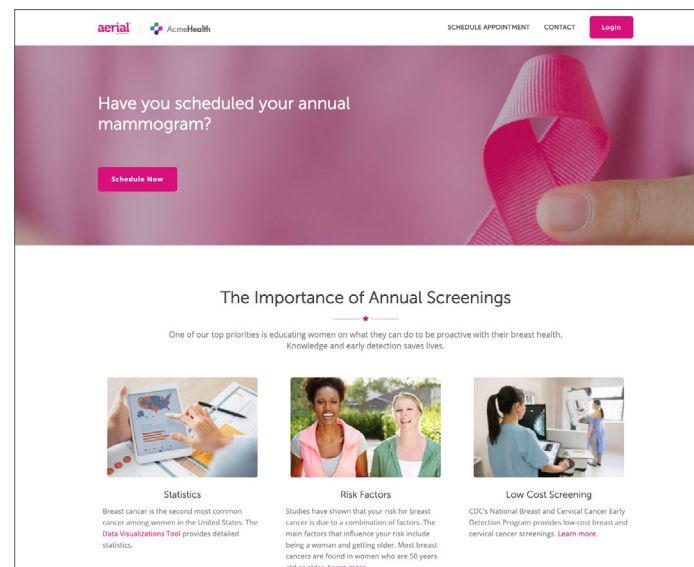
Our digital platform provides integrated omni-channel virtual patient/member engagement, including secure text, secure email and vid-eo-conferencing with your patients/members and their circle of care.



Secure Text



Secure Email



Customizable Microsite

Experience more | [Medecision.com](https://www.medecision.com) | 610-540-0202