

How to Govern your Member Experience



The quality of “real world” adaptive healthcare management is a critical factor to member satisfaction and compliance, especially in the rapidly evolving healthcare environment seen in the last few years. Research shows that members who experience good communication and have their personal goals / concerns honored are more satisfied with their care and more likely to adhere to healthcare recommendations.



Address only relevant personal concerns

Members will welcome your communications if they are relevant, timely, and not overly frequent.

Members respond best when their personal concerns are addressed¹. Use evidence-based health behavior insights to create a communication strategy that responds to an individual member's health decision barriers.

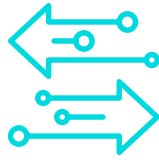
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Treat members as individuals, not segments

Every member is unique. Relating to members as 'segments' limits your ability to provide personal relevance. To understand member behavior, move beyond simple SDOH data, and leverage your clinical and demographic data for deeper behavior insights.





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Change when they change

Life is never static. Make sure that your communication strategy isn't either. As a member's life circumstances change, so too should your communication strategy. Deploy a system that allows for the flexibility to be reactive to member claims data in real time.

Use easily understood language

Health literacy (understanding health related information) is a key factor in healthcare outcomes. Make sure that your communications can be easily understood and avoid medical jargon. ²

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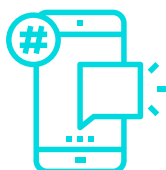
Prioritize decision factors

Members can be overwhelmed by excess information, so prioritize which decision factors are going to provide the most value, both for the member and for the plan. Within the communication, address key decision factors without adding extra information. Try to stick to a maximum of three key points per communication. ³

Own your member communication process

The healthcare landscape has never changed as rapidly as it now does. By leveraging software-based management platforms, you can keep your Health Behavior related processes in-house allowing you to adjust your priorities, strategy and execution in real-time.

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Make communications easily actionable

Select which decision factors are the most likely to lead to a member taking action, then clearly state in each communication which action you would like that member to take. Make it as easy to do as possible. Provide links to help them perform the next step. ⁴

Empower members to own their healthcare journey

Members who feel that they have shared decision making and ownership in their healthcare journey are more likely to adhere to treatment regimes. Give members personal relevant information they need to feel engaged.

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Personal relevance based member Health Behavior Management holds the key to both member satisfaction and adherence. Medorion's AI platform identifies the unique 'WHY' behind every member's healthcare journey, creating truly personalized communication strategies at scale and more.

Sources:

Health Literacy Action Plan, CDC
"Do patients understand?" The Permanente journal
"Communicating with Patients on Health Care Evidence" Discussion Paper, Institute of Medicine
"Approaches to Patient Education: Emphasizing the Long-Term Value of Compliance and Persistence" American Journal of Medicine

1. [https://www.amjmed.com/article/S0002-9343\(05\)01201-5/fulltext](https://www.amjmed.com/article/S0002-9343(05)01201-5/fulltext)
2. <https://nam.edu/wp-content/uploads/2015/06/VSRT-Evidence.pdf>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3037129/#i1552-5775-12-3-67-b6>
4. <https://www.cdc.gov/healthliteracy/planact/cdcplan.html>

Learn how you can harness the power of WHY in your member communications