

## DRIPS SUCCESS STORY

### Use Case: Acquisition

Prepare members with timely and relevant information as they become eligible for different coverage options.

## Make Plan Transitions Easier

Drips Conversations as a Service engaged eligible members to explore Medicare Advantage (MA) plan options.

### Challenge

This payer aimed to educate members eligible for MA options through traditional outreach channels like direct mail, email, and outbound calling. Unfortunately, the abrasive nature of these methods created more confusion than interest.

### Solution

Drips' two-way conversational approach made it easier for members to engage. Instead of spending time trying to reach members through multiple call attempts, Drips enabled agents to focus on interested members who scheduled a call to explore MA options.

### Results

The Drips approach helped identify member intent sooner, leading to higher conversions and lower cost per sale than traditional outbound methods.

**20%**

**Increase** in net conversion rate

**76%**

**Reduction** in cost per sale

