#### DRIPS SUCCESS STORY

# **Use Case: Onboarding**

Confirm enrollments, drive portal registration, go paperless, and discover wellness & care programs

## Strengthen Primary Care Relationships

A top payer used Drips to engage with new Medicare members who were without a trusted primary care provider (PCP) relationship.

## Challenge

This Medicare Advantage payer identified that a lack of relationship between members and their PCP was leading to retention issues downstream. They wanted to start conversations with members who didn't have a PCP or were auto-assigned.



### Solution

Drips Conversations as a Service enabled this payer to connect with new members during onboarding using two-way SMS and phone conversations. Members were able to select a provider and take steps to complete or schedule their initial screening and visit.

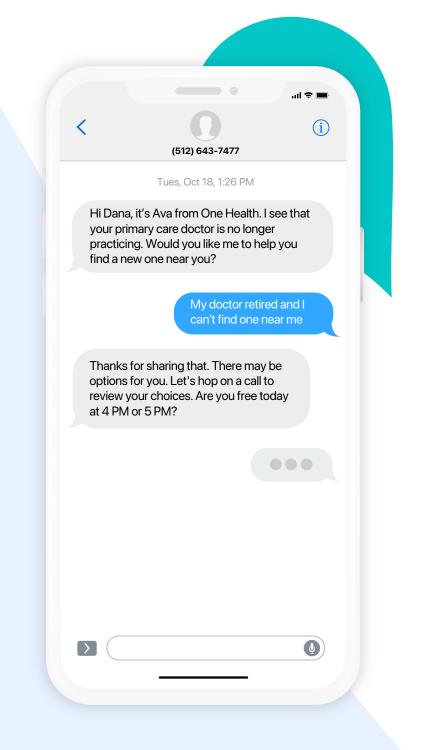


#### **Results**

In the first few weeks, thousands of members were reached using Drips to schedule a call with an agent. During the call, agents not only helped members select a PCP, but also used this time to address other care opportunities.

For members who chose to speak with an agent, the payer helped address the following needs:

48%	26%	19% <mark>7%</mark>	- Changed their PCP
l Completed their Health Risk Assessment	l Scheduled their Annual Wellness Visit	l Got help with portal or Internet issues	



## It's all about how you say it™