

# 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:**

