



# Healthcare Payer User Journey Guide



# Drips Healthcare Member Journey Map

Drips Conversations as a Service (CaaS) delivers a proactive, member-centered approach to reach populations that don't respond to traditional outreach.



KEEP IT  
**REAL**

## It's all about how you say it.™

Human-like, AI-powered dialogue. Drips starts a real conversation with a simple question, then we keep that conversation alive with natural, personalized responses.

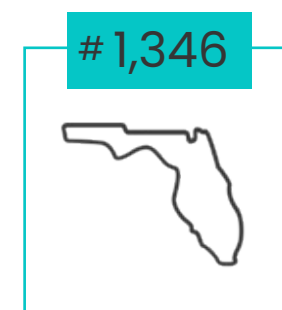
Drips helps healthcare organizations engage current and prospective members in real conversations to drive better results.



KEEP IT  
**SAFE**

## Drips Rules Engine (DRE)

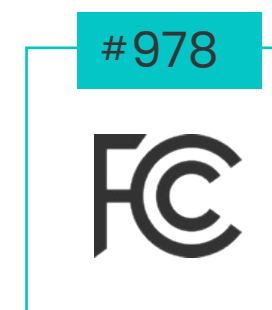
Our proprietary solution has thousands of unique rules we keep up to date to help you stay compliant while getting results.



State of Florida cadence rules



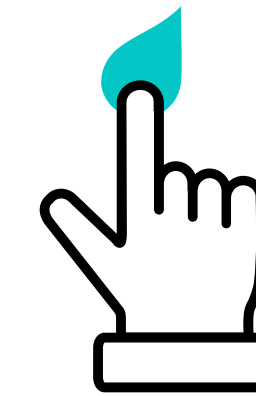
Human-initiated dialer rules



After hours rule



Thousands more



KEEP IT  
**EASY**

## Conversations as a Service (CaaS)

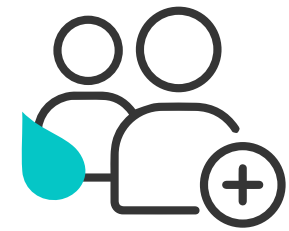
We offer a managed technology service that provides you with a dedicated team to simplify the launch of your conversational outreach program. Leveraging industry-leading best practices and a highly experienced team, we handle setup, recommend campaigns, conduct tests, run outreach, and monitor results.

# Transforming Member Engagement

Our managed service programs are designed to foster authentic conversations, propelling superior engagement across all touchpoints of your members' journeys. Experience a marked improvement over traditional outreach methods, especially with audiences that are typically challenging to connect with.

Our services are thoughtfully categorized to resonate with each phase of your members' journeys.

## Unlock the potential of genuine engagement with Drips.



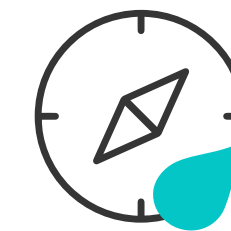
### ACQUIRE

Initiate meaningful dialogues at scale, transforming prospects into enrolled members.



### ACTIVATE

Educate and support members to access their benefits and resources confidently from day one.



### NAVIGATE

Enable proactive care and pharmacy navigation to improve member health outcomes.



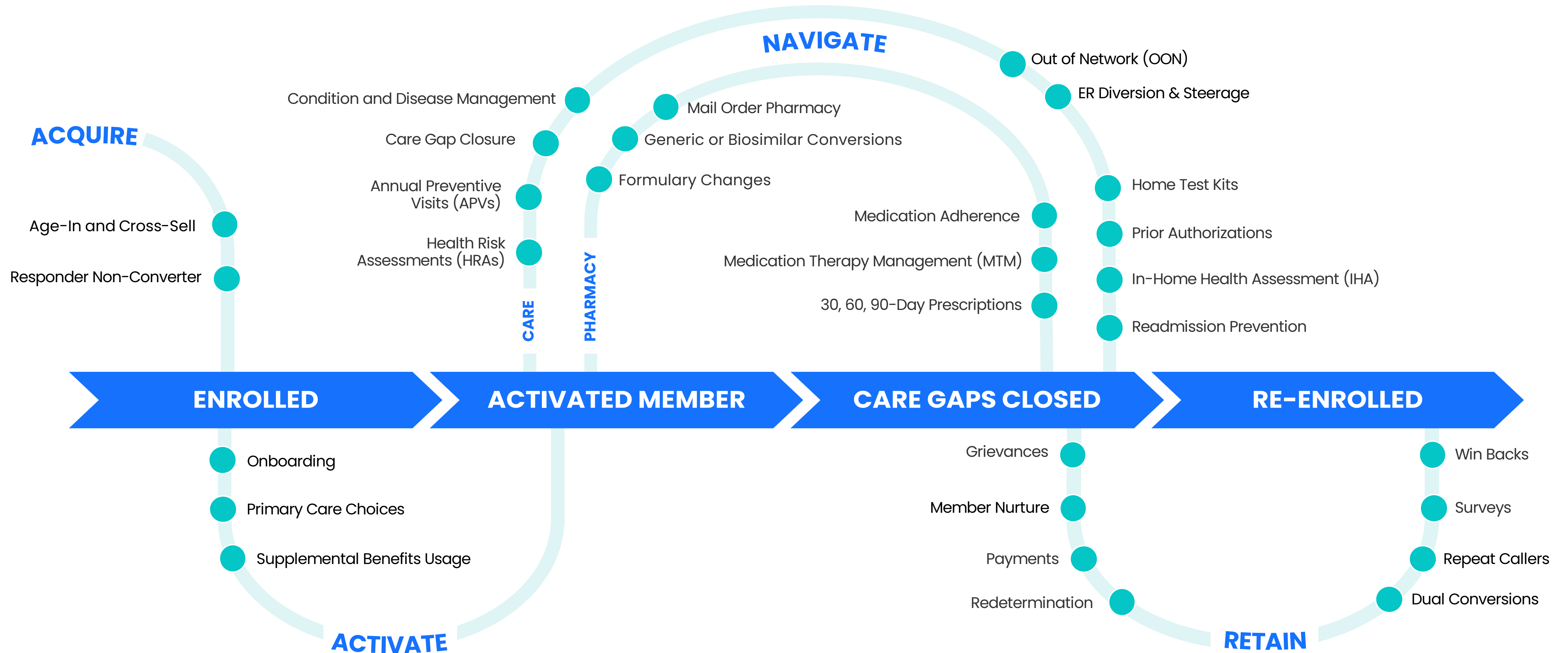
### RETAIN

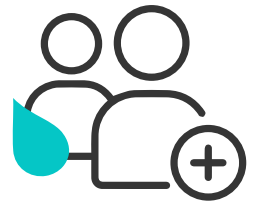
Enhance service delivery to proactively resolve concerns, foster engagement, and retain members.

# Transforming Customer Engagement

Drips Conversations as a Service can help increase enrollment and retention, boost member participation, and improve health outcomes.

[Click on each dot to explore how Drips can help each step of the way.](#)





# Acquire

With Drips, plans and brokers can initiate meaningful dialogues at scale, transforming prospects into engaged members.

- ✓ **New Member Acquisition**  
Seamlessly guide prospects to digital enrollments or live agent assistance with existing members  
[Read how a payer increased conversions by 80%](#) ↗
- ✓ **Age-In**  
Prepare members with timely and relevant information as they become eligible for different coverage options  
[Read how an agency reduced CPA by 77%](#) ↗
- ✓ **Responder Non-Converter**  
Re-engage prospects who showed interest but haven't decided yet  
[Read how a broker reduced outreach costs by 95%](#) ↗

Hi Carla, it's Amy with Health Today following up on your request to learn about your Medicare options. When is a good time to hop on a call?

Have some time now

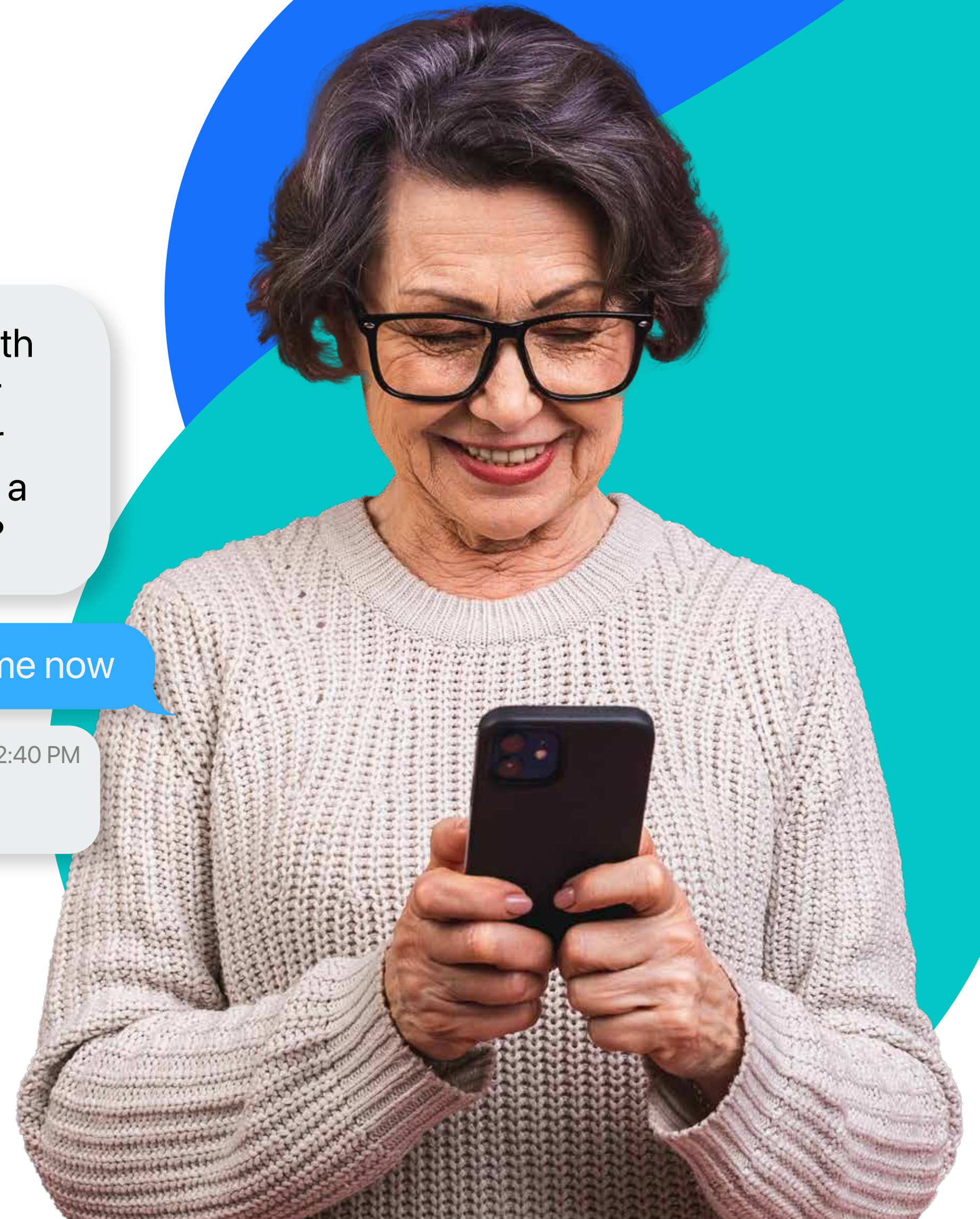


PHONE

12:40 PM

Health Today

Outgoing Call 20 minutes





# Activate

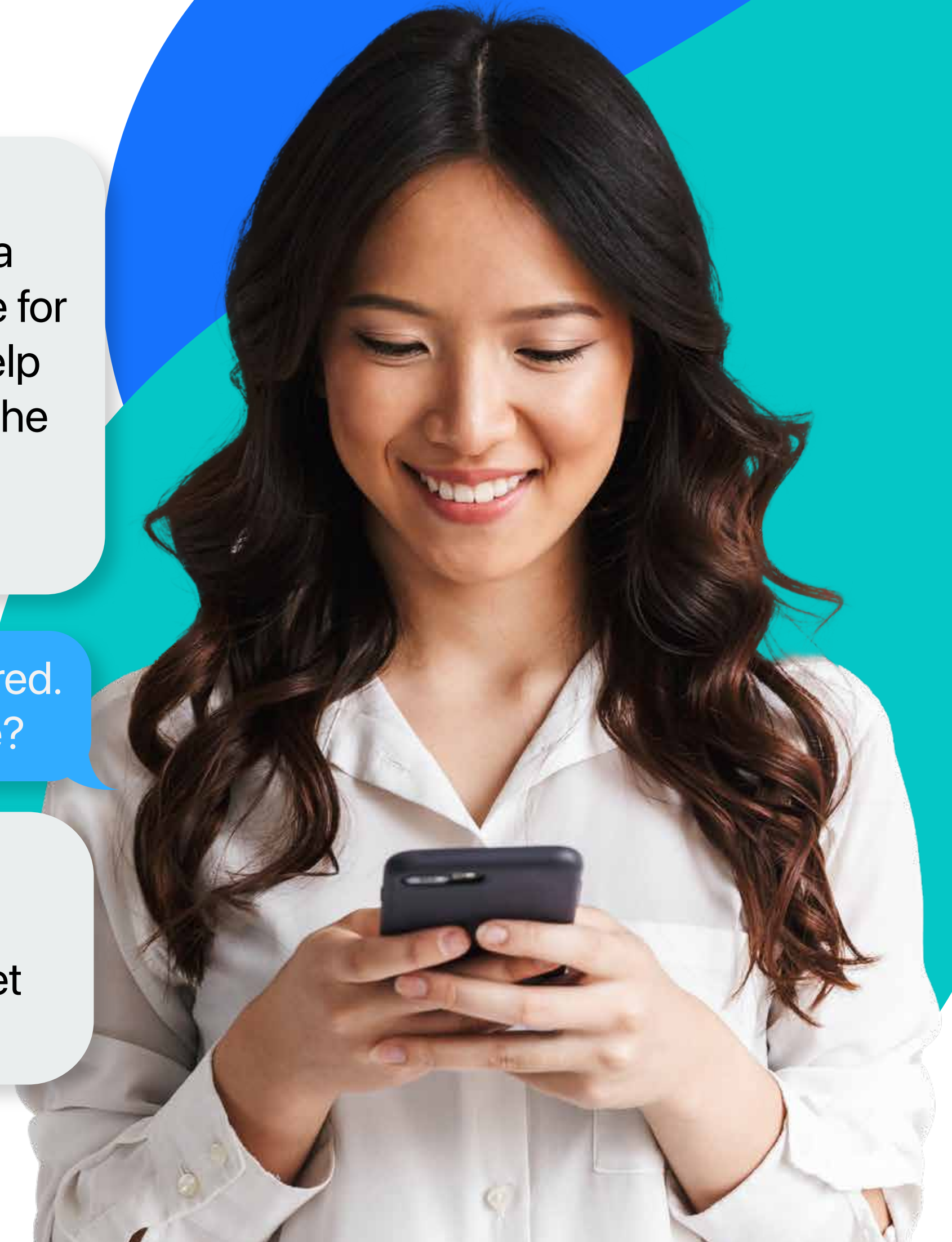
Elevate member engagement from day one, boosting satisfaction and driving positive health outcomes.

- ✓ **Onboarding**  
Confirm enrollments, drive portal registration, go paperless, and discover wellness and care programs  
[View interactive mini demo ↗](#)
- ✓ **Primary Care Choices**  
Encourage member-selected Primary Care assignments to ensure members have a provider they trust and can access  
[Read how a payer boosted PCP selection by 7% ↗](#)
- ✓ **Supplemental Benefits Usage**  
Encourage member enrollment and usage of supplemental benefits and reduce the amount of mid-year notifications

Hey Wendy, it's Jen from Health Today. Do you have a primary care doctor you see for regular check-ups? I can help you find one online or over the phone, let me know what works.

I did but she retired. Can I look online?

Yes! Here's a link to view providers near you: [health.today/pcp-search](https://health.today/pcp-search). Let me know if you need help.

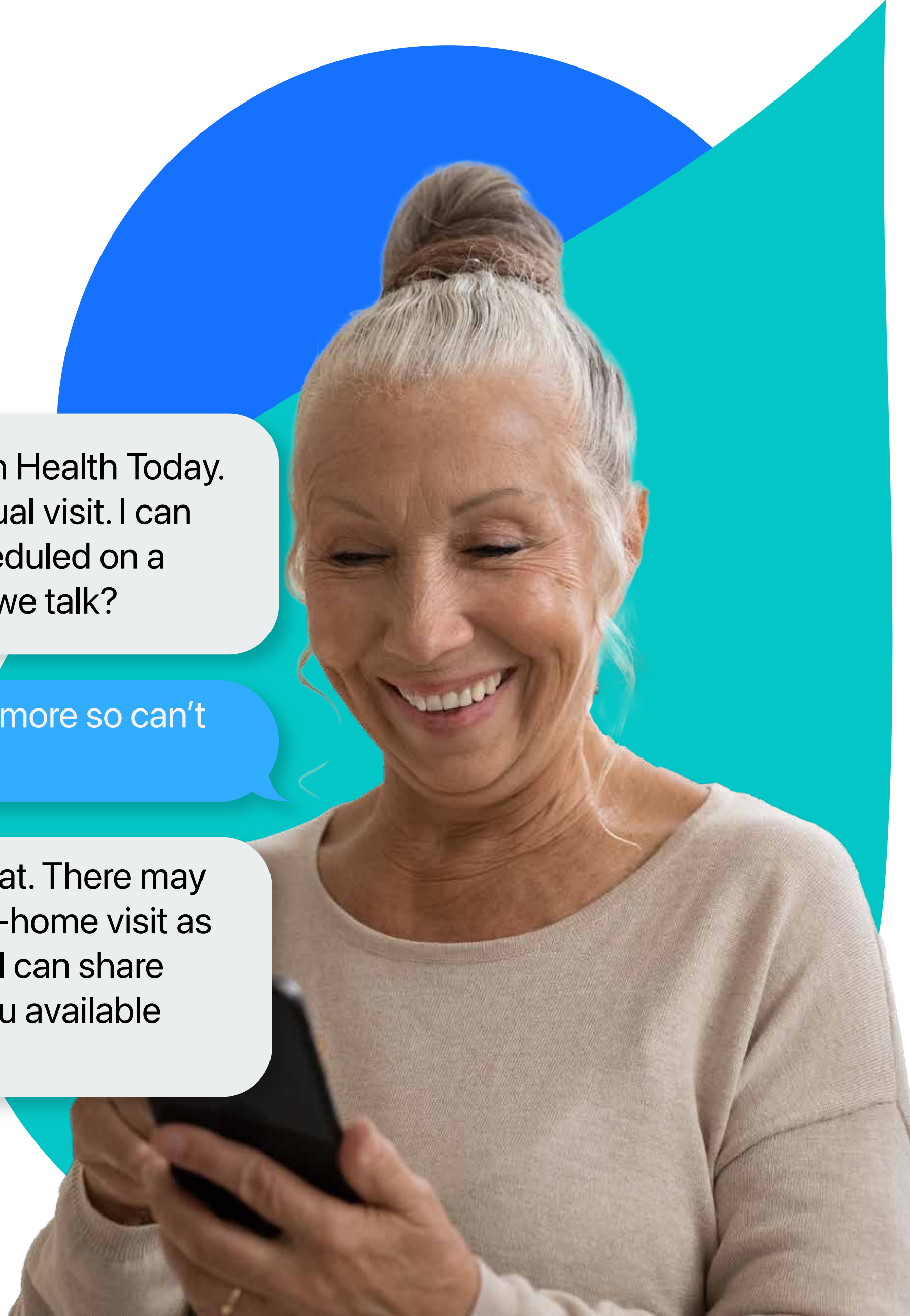




# Navigate Care

Foster trust and add value through real two-way conversations that guide members toward healthier choices.

- ✓ **Annual Preventive Visits (APVs)**  
Simplify wellness visit scheduling, ensuring members get regular health checks
- ✓ **Care Gap Closure**  
Improve preventive care outcomes and engage members with barriers to access
- ✓ **Condition and Disease Management**  
Tailored outreach for various health conditions ensuring enrollment and continuous access
- ✓ **ER Diversion & Steerage**  
Guide members to cost-effective alternatives for emergency rooms, lab work, and radiology
- ✓ **Readmission Prevention**  
Check in on post-hospital discharge to ensure well-being and prevent readmission
- ✓ **Health Risk Assessments (HRAs)**  
Efficiently assess risks and promptly intervene when necessary
- ✓ **Home Test Kits**  
Convenient kits for important health screenings
- ✓ **In-Home Health Assessment (IHA)**  
Offer members in-home risk assessments, prioritizing their comfort  
[View interactive mini demo ↗](#)
- ✓ **Prior Authorizations**  
Communicate seamlessly with members about approvals, scheduling next steps for treatment, and navigating denials



Hi Montia, it's Joy with Health Today. You're due for an annual visit. I can help you get this scheduled on a quick call. When can we talk?

Can't drive anymore so can't get to doctor

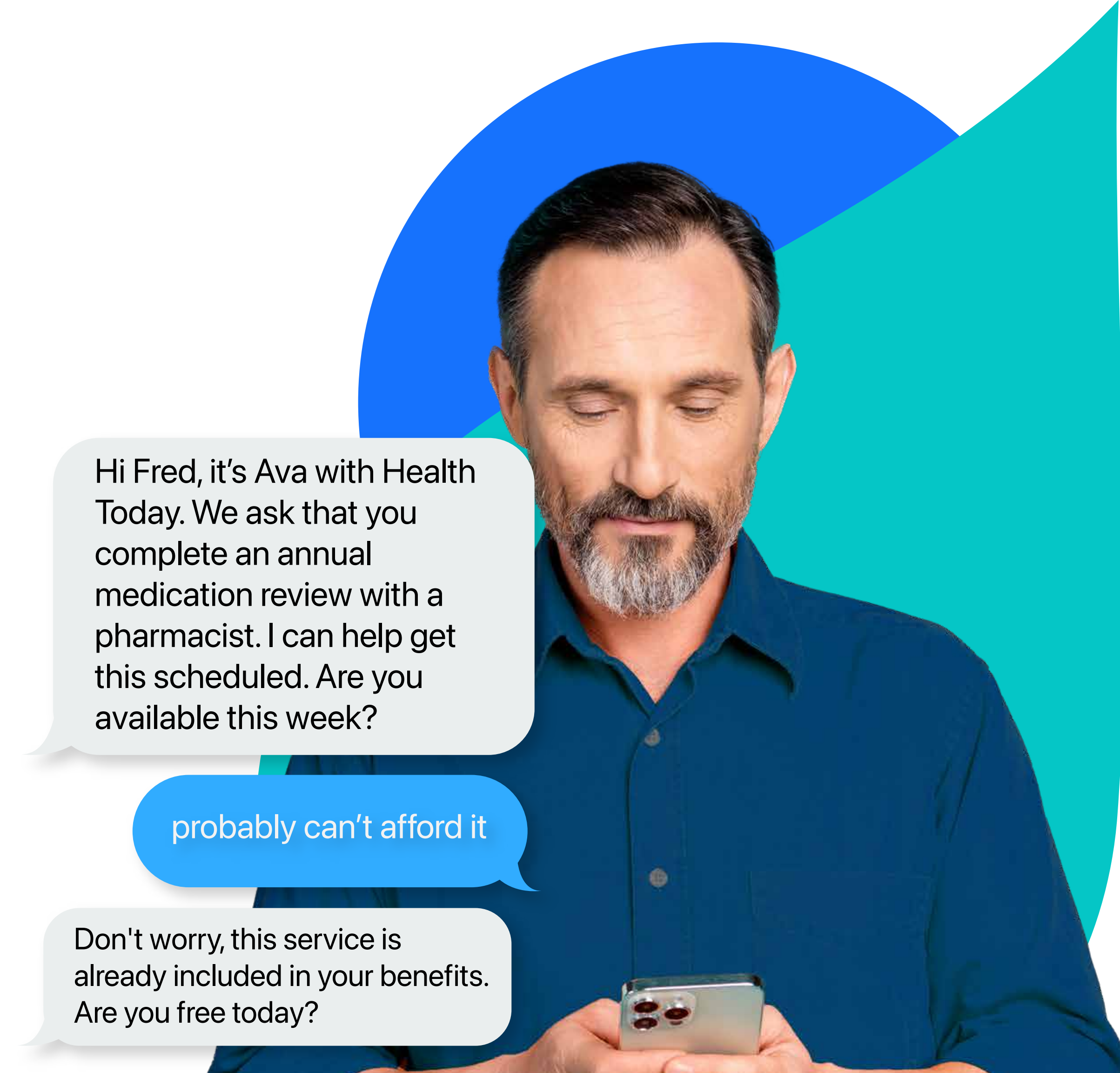
Thanks for sharing that. There may be an option for an in-home visit as part of your benefits. I can share more on a call. Are you available today?



# Navigate Pharmacy

Help ensure members are getting the full benefits of their medications and help with prescription alternatives and transitions.

- ✓ **Formulary Changes**  
Notify members about medication list changes and help with prescription transitions
- ✓ **Generic or Biosimilar Conversions**  
Identify and educate members on cost-effective medication alternatives
- ✓ **Mail Order Pharmacy**  
Transition members to the convenience of mail order
- ✓ **Medication Adherence**  
Timely refills and education to ensure members get the full benefits of their medications  
[View interactive mini demo ↗](#)
- ✓ **Medication Therapy Management (MTM)**  
Encourage participation in Comprehensive Medication Reviews and more  
[Read how a payer increased CMR completions by 20% ↗](#)
- ✓ **30, 60, 90-Day Prescriptions**  
Promote the appropriate prescription duration for member safety and convenience



Hi Fred, it's Ava with Health Today. We ask that you complete an annual medication review with a pharmacist. I can help get this scheduled. Are you available this week?

probably can't afford it

Don't worry, this service is already included in your benefits. Are you free today?





# Retain

Address missed payments and other challenges with a blend of safety and empathy, ensuring continued engagement.

- ✓ **Payments**  
Keep member accounts in good standing with timely engagement  
[Read how a payer reduced failure-to-pay terminations by 39%](#) ↗
- ✓ **Grievances**  
Engage with members to mitigate official CTMs
- ✓ **Member Nurture**  
Engage proactively in retention moments with existing members, i.e. regular check-ins, changing contact information, changes to coverage
- ✓ **Repeat Callers**  
Follow up with repeat callers to ensure inquiries and issues are remedied in a timely fashion to avoid additional repeat calls
- ✓ **Surveys**  
Collect survey responses and follow up on reported experiences, i.e. CAHPS preconditioning
- ✓ **Winbacks**  
Send an invitation to members to reconsider and return to the plan
- ✓ **Redetermination**  
Educate members on redeterminations processes and guide them to the best resource to help ensure their coverage  
[View interactive mini demo](#) ↗

Hi Sam, this is Grace with Health Today. Your Medicaid coverage is up for renewal. When can I connect you with a Community Assistor?

Not sure I qualify, got a purple letter in the mail

Even if you no longer qualify, a Community Assistor may be able to help you find coverage. Can you talk this week?

# It's all about how you say it.™

With tailored AI outreach technology, experienced campaign management personnel, and leading-edge compliance solutions, Drips is the ideal platform for the complex and competitive healthcare industry. Get in touch today to start getting results with Conversations as a Service.

Innovate With Drips

drips

