

## DRIPS SUCCESS STORY

### Use Case: Redetermination

Educate members on the redetermination process and guide them to resources to maintain coverage through Medicaid.

## Healthcare Payer Exceeds Redetermination Goal by 31%

Drips Conversations as a Service helped a state Blue Cross organization that serves more than 230,000 Medicaid members to significantly improve member engagement and eligibility redeterminations.

### Challenge

After the end of the COVID-19 Public Health Emergency, this payer struggled to reach members that needed to renew their eligibility for Medicaid. Despite using phone, email, mail, and one-way texts, their connection rate was only 4%.

### Solution

Drips' two-way conversational texting approach made it easier for members to engage. Within weeks, their engagement rate jumped from 4% to 40%, connecting with members who otherwise wouldn't have engaged.

### Results

Drips achieved a 10x increase in member engagement and a 31% higher redetermination rate than the payer's stretch goal, resulting in thousands of members retaining coverage.

**10X**

Lift in engagement rates

**31%**

Higher redetermination rates

