

## DRIPS SUCCESS STORY

### Use Case: Health Risk Assessments

Engage members to complete their health risk assessment (HRA) or re-assessment to capture risk and take actionable next steps in care management.

## National Payer Improves HRA Completions 7% YoY

### Challenge

A top-five payer needed an easier way for their dual eligible members and D-SNP members to complete their HRA. Before implementing Drips, their team used two different HRA vendors via digital and agent channels but spent most of their time chasing members—leaving over 150K deemed “unable-to-reach.”

### Solution

Conversations as a Service lowered the barrier to engagement, achieving an 11.4% completion rate among previously unreachable members, a 7% increase in HRA completions YoY. Once engaged with Drips, members had the flexibility to complete their HRA over the phone or digitally. Recognized as the better solution, Drips became the vendor of choice, collaborating with the payer to develop a digital HRA tailored to each market’s requirements.

### Results

Drips helped improve overall HRA completion rates and lifted the payer’s average rating to 4 Stars across contracts.

**7%**

YoY increase in HRA completions

**95%**

Members who start their digital HRA finish it



**4 Star**  
Average Star Rating across all contracts

