



How the Right Metrics and the Right Partner Prevented a Wrong-Way Loyalty Shift

When a health plan and its engagement partner are equally dedicated to outstanding member interactions, good things happen.



CLIENT CHALLENGE

First, the details.

WHO

One of the largest health plans in the Midwest

WHAT

During a period of organizational change and increased market competition:

- Take member experiences to a new level
- Improve member loyalty

WHY

Any drop in member loyalty would put the plan's mission and success at risk

HOW

The plan began by implementing a multifaceted, corporate-wide awareness and measurement initiative, hyper-focused on elevating member experiences

MEMBER LOYALTY INDEX

To know where you stand, index it.

To monitor and quantify member feelings of satisfaction and loyalty, the plan developed a **sophisticated Member Loyalty Index (MLI)**.

The index relies on proprietary algorithms and member responses to a mailed survey after interaction with the plan and is made up of three components:



Emotion (how did the interaction make you feel about the plan?)



Effort (how easy was it to interact with the representative?)



Education (how informed do you feel after your interaction?)



STEP 1: PARTNERSHIP

There's no partner like a trusted partner.

The next step for the health plan was to strengthen the MLI by boosting the number of members surveyed.

MORE SURVEYS =



Reduced margin of error



Ensured more statistically relevant samples



Helped solidify a path to satisfaction improvement

That's when the health plan turned to Carenet Health.



MORE ABOUT THE PARTNERSHIP



“When an organization trusts us with their member experiences, we’re driven by that faith. They aren’t simply buying our services. They’re getting our commitment to continually raise the bar for member satisfaction.”

Vikie Spulak,
Chief Client Officer, Carenet Health

The health plan was already working with Carenet as a long-standing strategic partner, averaging contact with more than 640,000 of its members annually. And the plan had been entrusting its 24/7 flagship point of entry for member services to Carenet for several years.

As extensions of the plan’s internal resources, Carenet engagement specialists provide a range of assistance to members, including care triage, help with provider selection, eligibility verification, treatment cost estimates, appointment coordination, community resources, medical record transfers and more.



STEP 2: APPROACH

Where there's a plan, there's a way.

To increase the surveyed population and add to the current mail surveys, the health plan worked with Carenet to leverage its interactive voice response system to survey participating members after every phone interaction.



The response **rate grew significantly** to an average of **500 members a month**.

Next, Carenet and the health plan together concentrated on:

- Amping up performance
- Communicating the collective mission
- Focusing more closely on member experience and interaction quality



FACTORS FOR SUCCESS

How great gets done.

With new energy and determination, Carenet engagement operations could lean into a member-first philosophy, putting emphasis on these key factors:



FACTORS FOR SUCCESS



HIGH-QUALITY TEAMS

Carenet's hiring practices feature an empathy-driven screening model that fits well with the renewed loyalty focus. Plus, more than 30% of Carenet's specialists had been with the plan's program for three years or more—experience that's vital to outstanding interactions.



RIGOROUS TRAINING

On average, an engagement specialist assigned to the plan's flagship program will spend at least a month training in the classroom, on mock calls and side-by-side with managers before taking calls on their own. Specialists are trained on program details, systems, listening, influence and cultivating member experience. Each engagement specialist has at least one personal coaching session per week after initial training.



PERFORMANCE MANAGEMENT

The focus on ensuring exceptional experience means an average of 50 interaction audits occur every day. Individual, visual performance dashboards keep each team members empowered and attentive to personal quality metrics.



RESULTS



“The plan’s members are our members. There is no distinction for us. We’ll jump through as many hoops as possible to make sure they get what they need.”

Pete Morales,
Operations Manager for the plan’s
programs at Carenet Health

It’s working.

While averaging more than 50,000 interactions a month, **the Carenet-led flagship program has achieved a consistent composite MLI score above 90** (out of 100)—a substantial increase above baseline.

KEY TAKEAWAYS

- Better member experiences DO lead to better member loyalty
- Collaborative engagement partnerships are critical to success



ABOUT CARENET HEALTH

HOW CAN WE HELP YOUR ORGANIZATION?

Email us today or learn more
at [carenethealth.com](https://www.carenethealth.com).

Caret Health is a leading provider of healthcare engagement, clinical support, telehealth and advocacy solutions. Our engagement specialists and licensed healthcare professionals support more than 65 million healthcare consumers on behalf of 200+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations.

Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement™ framework—an approach made up of 22 finely tuned elements that strategically align for exceptional results.