

Turn the Growing Need for Health Advocacy Programs Into a Critical Competitive Advantage

Healthcare complexity demands that today's health plans provide personalized, concierge-level member advocacy and guidance. Or employers will find someone else who will.

At Carenet Health, we help plans design a best-fit, high-touch advocacy program—to truly elevate and simplify the member experience. Our expertise in engagement, telehealth and clinical support uniquely positions us to turn a competitive threat into an opportunity for your health plan.

95%

first-contact resolution for a large health plan

90/100

member loyalty index achieved for one large health plan

96%

average member satisfaction score for clinical support



Bridge the gap between complexity and consumerism

Today's healthcare ecosystem is fragmented and complex. At the same time, healthcare consumers are more demanding than ever before. Concierge-level advocacy creates a partnership among employers, clinicians, members and health plans—catering to very specific population needs and preferences, helping members navigate the system with on-demand support, and empowering them to participate in their own care and wellness.

As the leading provider of engagement and telehealth solutions for U.S. health plans, Carenet has always had consumerism in our DNA. Our engagement specialists and clinical teams support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. We use that experience to develop advocacy programs that work.

Best of both worlds

Our team includes experts who have helped guide engagement efforts for not only groundbreaking organizations in healthcare, but also brands such as Amazon, Citibank and American Express.

Designing a health advocacy program— built for you

What would a successful advocacy program look like for your organization? Our process leads you through designing, optimizing and implementing your custom health advocacy program, including:

- ▶ Clearly defining what advocacy means for your leadership team
- ▶ Assessing your members' and employers' expectations
- ▶ Defining how your current offerings compare to those expectations
- ▶ Mapping the end-to-end member engagement journey
- ▶ Pinpointing opportunities for personalized advocacy
- ▶ Examining internal and external resource requirements
- ▶ Deciding whether to buy or build

“Caretet’s willingness to innovate and challenge the status quo is enabling our collective group to interact with our patients in new ways.”

Senior Advisor, Enterprise Product Innovation and Development, One of the Largest National Health Plans

Choosing the right program components

We'll carefully help you design your advocacy program, assessing the value of multiple program components, which might include:

- Welcome calls, health risk assessment outreach and other member onboarding needs
- Care options, scheduling, coordination and follow-up support
- Health coaching and education support
- Outreach for high-risk, high-cost members to ensure treatment and medication adherence
- Clinical and non-clinical decision support
- Real-time integration with telehealth resources
- Vendor integration with programs such as smoking cessation, dental and vision coverage, wellness rewards and weight management programs

By providing tailored, trusted, one-on-one support, you can create the personalized experience your members need and employers expect, increase activation and retention, and stand out in the marketplace.

How we deliver on our promise:

Intelligent Engagement™

At Carenet Health, our proprietary engagement methodology is the how behind the experiences and results we deliver. The approach, called Intelligent Engagement, is a collection of 22 finely tuned elements—a combination of quality, operational and team excellence. We apply Intelligent Engagement to everything we do, including advocacy design.

Connect with us to learn more today.

Email us today at marketing@caretethealthcare.com, call 800.809.7000 or learn more at caretethealthcare.com.

MORE ABOUT US

Caretet Health is a leading provider of healthcare engagement, clinical support and health advocacy solutions and 24/7 access to telehealth care. Our teams support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations.