



Essential Insights

Bridge the Gap

Even the best technology benefits from operational expertise.

Proactive Collaboration

Combining strengths—technology and engagement—yields measurable business outcomes.

Shared Success

Partnering with the right experts accelerates progress toward strategic goals.

Case Study

Driving Member Engagement and HRAs for a Health Tech Leader

The **Big** Picture

Since 2019, we have proudly partnered with a leading healthcare technology company to deliver impactful engagement solutions for their Medicare Advantage members. While this client provides an advanced wellness platform to help their clients manage member populations effectively, they lacked the operational engagement capabilities necessary to maximize results for their clients.

This is where we add value. By seamlessly integrating with their platform, we provide expert member outreach services that enable their clients to engage Medicare Advantage members in completing Health Risk Assessments (HRAs). Our partnership demonstrates how blending cutting-edge technology and proven engagement expertise can drive measurable business and health outcomes.

Objective

Together, our goal was clear: **bridge the gap between technology and member engagement to help our client's identify member health risks early.** By streamlining access to Health Risk Assessments, our efforts ultimately aim to promote improved member health journeys, reduce future healthcare costs, and empower value-based care initiatives.

Challenge

Our client excels as a tech services provider, delivering a world-class platform for healthcare clients. However, their internal capabilities did not include the structured member engagement required to reflect the full potential of their service offering. Without a partner skilled in member outreach, their clients faced challenges encouraging members to participate in critical HRAs, leaving valuable insights untapped.



The Carenet Solution

To address this gap, we leveraged our expertise in:

01. Targeted Member Outreach

Using data-driven strategies, we engage Medicare Advantage members effectively, ensuring communication is personalized, timely, and actionable.

02. Efficient Health Risk Assessment Completion

By guiding members through the HRA process, we simplify participation while ensuring a high-quality experience.

03. Seamless Integration with Technology

Our use of predictive dialing strategies and custom dynamic workflows complement our client's platform, adding an operational layer of human touch and actionable insights.

This collaboration generates meaningful participation rates, powerful member insights, and measurable client results.

Impact

Through our partnership, we've supported our client's healthcare clients in achieving significant success metrics, including:

- **Higher HRA Completion Rates**

Our targeted engagement model consistently drives above-average participation rates, enabling earlier identification of health risks

- **Actionable Member Insights**

By facilitating HRAs, we've helped unlock data that enables proactive care, improving outcomes for Medicare Advantage members

- **Reduced Future Claims Costs**

Early detection and targeted care, informed by HRAs, lead to fewer high-cost claims downstream. This translates directly into lower costs for our client's

- **Enhanced Member Experience**

Our solution focuses on improving member satisfaction by making health assessments straightforward, stress-free, and engaging





The Difference We Make

Our role extends beyond providing outreach services—it's about co-creating value with our client. By complementing their technology with our operational capabilities, we empower them to exceed client expectations and contribute toward healthier communities. Our collaboration stands as a testament to the power of strategic integration, operational excellence, and shared goals.

Forward Vision

Looking ahead, our partnership will continue to drive innovations in member engagement, leveraging advanced analytics and AI to further personalize and optimize outreach. Together, we'll expand the impact of early health risk detection, helping payers and providers transition toward smarter, value-based care.

If your organization is looking for a trusted partner to enhance member engagement, maximize technology investments, and achieve better health and business outcomes, connect with us today.

[Let's build the future of healthcare together.](#)





The name of the client in this case study has been excluded at the client's request, due to company policy.

About us

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms. Learn more about how Carenet is powering the business of healthcare at [carenethealth.com](https://www.carenethealth.com).

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