

# How Can I Consolidate My Healthcare Member Communications to Drive Engagement?

Healthcare member communications are essential for member engagement. Right off the bat, you want members to get everything they need in a seamless and convenient fashion. There's a lot to communicate with members though, so how can you consolidate these crucial communications while still driving engagement? Read on to learn key strategies and takeaways for your member communications strategy.



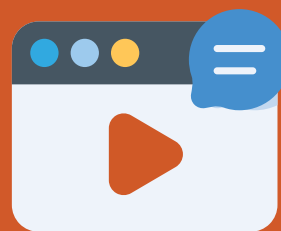
organize customize deliver®

**There are multiple strategies plan providers can utilize to consolidate healthcare member communications to drive engagement.**

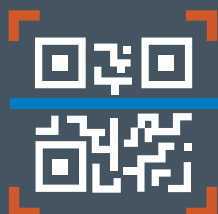
**These strategies include:**



**1 | Focusing On Omnichannel Engagement Strategies**



**2 | Utilizing Different Types Of Media For Messaging**



**3 | Implementing QR Codes In Print Communications**



**4 | Consolidating Communications With Member Guides**

## Focusing on omnichannel engagement strategies

We live in a digital-first world where people are accustomed to getting tailored content on their preferred communication channel. That's why it's crucial to focus on omnichannel engagement strategies. Omnichannel engagement strategies aim to engage members on multiple channels, including traditional channels like mail and call centers and digital channels like email and texting.

Omnichannel isn't just good for members—it benefits businesses, too. According to [Gurus Coach](#), “Companies with robust omnichannel customer engagement retain, on average, 89% of their customers, compared to 33% for companies with weak omnichannel customer engagement.” Omnichannel engagement strategies provide you with holistic communication plans for member engagement, which can increase retention

89%

Customers that companies retain with robust omnichannel customer engagement

One of the best ways to utilize an omnichannel approach, consolidate healthcare communications and drive engagement is to create member guides. Member guides are meant to consolidate crucial member information into a single personalized kit. This makes it easy for members to receive important plan documentation in a streamlined and organized fashion.

While omnichannel engagement is important, you must also pay attention to your digital-traditional communication mix. Both digital and traditional communication channels have strengths, so when you use them in tandem, you create an optimal messaging mix that delights, informs, and engages members.

## Utilizing different types of media for messaging

When thinking about consolidation and [engagement](#), think of the types of media you're using for your communications. If you're using more traditional forms of media, such as paper communications, look at your communications and evaluate if you can use other forms of media to reinforce key messages on other channels as well.

For instance, look at your communications and see if any messages can be turned into engaging video messages. These video messages can be produced to be evergreen and readily available on your portal or in your app for members to view. One example is a video welcome series that demonstrates how to use your portal.

Why video? According to [OptinMonster](#), research shows that, “66% of consumers prefer watching a video to reading about a product.” If you give members the message they want in the media they want, [member engagement](#) may increase.

66%

Consumers that prefer watching a video to reading about a product

## Using QR codes in paper communications

QR codes can make member communications easier and more engaging. Put a QR code on a piece of communication to instantly give members another key piece of information, without cluttering up your message.

Plus, QR codes give members a convenient way to get more information without getting more mail or digital messages. According to [John Roberts](#), “38 percent of smartphone users in the USA state that their mobile devices are absolutely essential in easily accessing medical and health information.” Members can use their [smartphones](#) to scan QR codes in your paper communications to get more information through a digital channel. It’s a great example of how a traditional (paper) and digital (QR code) communication mix works well for engagement.

38%

Smartphone users that said their mobile devices are absolutely essential in easily accessing medical and health information

## Creating member guides

Utilizing member guides is effective for creating a personalized experience for each member or group. Member guides allow you to engage members and ultimately increase their level of satisfaction.

If you’re interested in creating effective and engaging member guides, view our webinar on-demand, “Best Practices to Increase Benefit Engagement with Member Guides”. Learn more about the webinar—and how to access it—[here](#).

## How can I make my healthcare member communications more engaging?

Healthcare member engagement is crucial for a successful healthcare communications strategy, especially for high-priority initiatives. To make your healthcare member communications more engaging, consider the following:

- Personalize your messages
- Explore different communication channels
- Enhance your member ID cards
- A/B test your communications

### Personalize your messages

Personalization is key for any form of communication, but it’s especially important for healthcare members. Utilize the data you have to personalize your member communications. According to [SmarterHQ](#), 72 percent of consumers in 2019 only engage with marketing messages that are customized to their specific interests. The more personal your member messages are, the more likely members will engage with it.

Use the data you have on your members to personalize your messages as much as possible. Think about their member journey, and what they’re expecting from you during this communication. The more you can hone in on hyper personalization, the better.

### Explore different communication channels

Another important way to make healthcare member communications more engaging is to explore other communication channels. According to a study from [McKinsey](#), a majority of respondents preferred digital solutions for

health needs such as shopping for a health plan, checking health information, and monitoring health metrics. If you aren't focusing on your digital communication channels, consider doubling down on your digital communication strategy.

Communication channels to explore include:

- Text communications
- Email communications
- Portal communications
- App communications
- Live chat communications

### Enhance your member ID cards

Enhancing member [ID cards](#) can increase member engagement by giving members a one-stop-shop for their member ID information. Applying optimized stickers and enhancing the information on the ID card elevates the member experience and, as such, engages members more.

### A/B test your communications

If you have the capability to do so, A/B test your communications to see which types of messages members engage with most. Also known as split testing, A/B testing allows you to experiment with two variants and compare their data to see which worked better. With A/B testing, you get hard data on what your members are most engaged with, and what they're ignoring.

Communications to consider A/B testing include:

- Live chat communications
- Email communications
- Text communications
- Consider testing different variables like calls to action and levels of personalization.

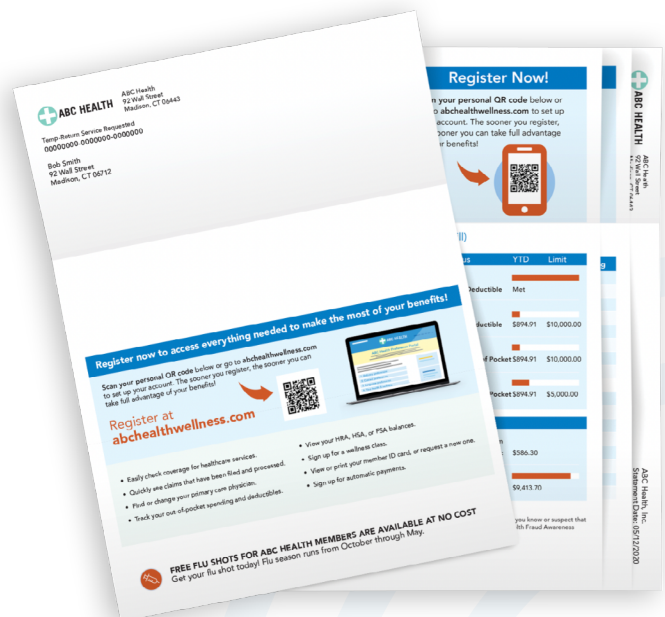
## How can I consolidate my healthcare communications?

### Have members select their communication preferences:

One of the simplest, but most effective, ways to consolidate healthcare communications is to have members choose their communication preferences. According to [Forbes](#), one way to get this information is to ask for it when getting members' contact information. The sooner you know members' communication preferences, the less time you'll spend crafting communications that fall flat

### Use charts to explain benefits

Another way to consolidate healthcare communications is to use comprehensive charts to explain benefits. Using charts that clearly and accurately explain benefits will save you from writing out paragraph upon paragraph of benefit explanation, and it provides members with an easy visual asset they can reference at any time.



## Key takeaways about consolidating healthcare member communications to drive engagement

When thinking about consolidating healthcare member communications to drive engagement, remember these key takeaways:

- Focus on omnichannel communications
- Prioritize personalization
- Enhance your member ID cards
- Create comprehensive and convenient member guides

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We'd love to partner with you to optimize your communications and accelerate member engagement. [Contact us today](#) to discuss our services or watch our webinar on-demand, "[Best Practices to Increase Benefit Engagement with Member Guides](#)."