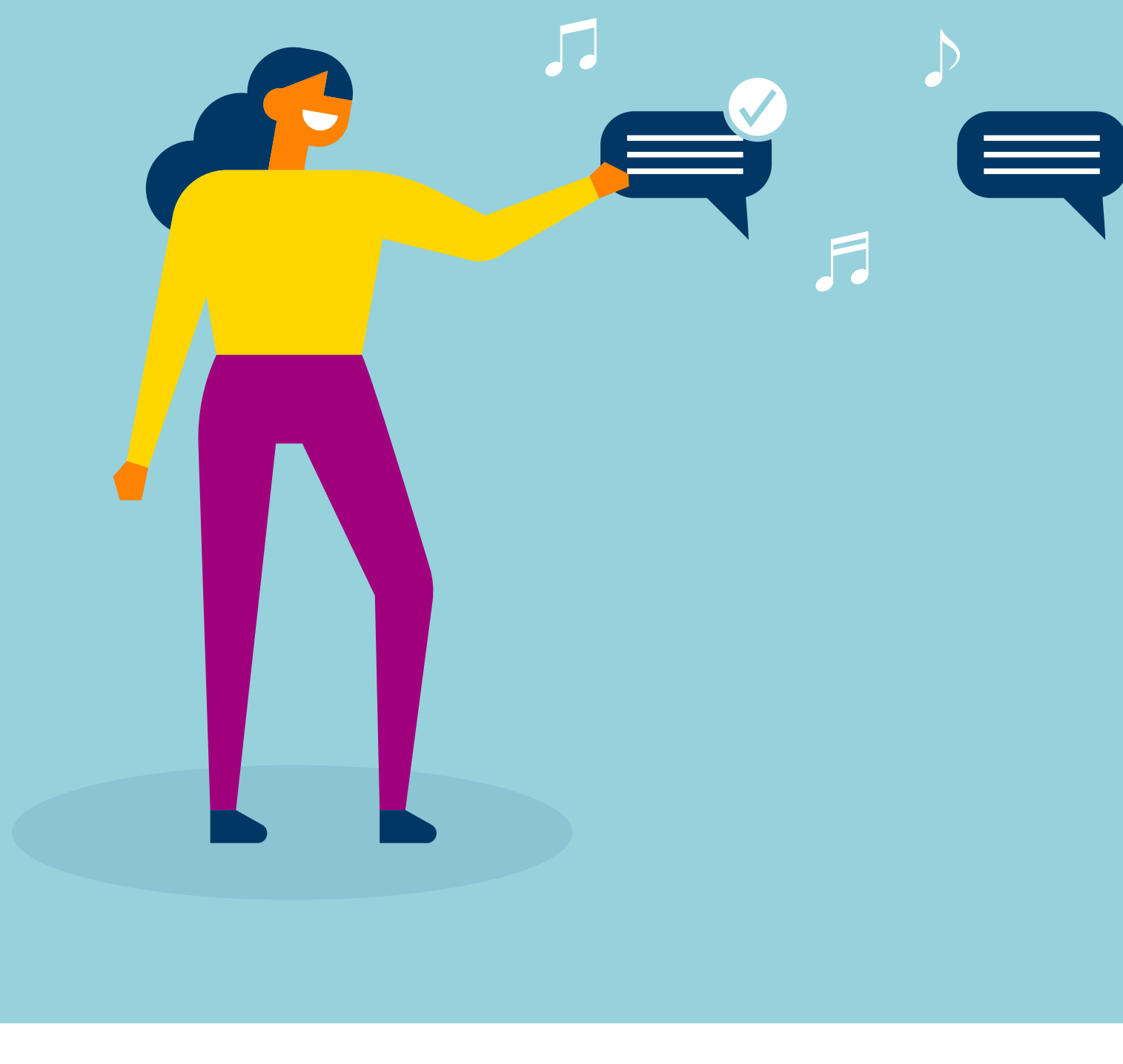


Solutions for a Standing Ovation



- ▶ Quality Programs
- ▶ Disease & Care Management
- ▶ Member Satisfaction
- ▶ Revenue Optimization & Retention
- ▶ Preventive SDoH Outreach
- ▶ Pharmacy



Quality Programs

We have extensive experience driving impact for over three dozen HEDIS measures across the different domains from Effectiveness of Care to Access / Availability of Care to Risk Adjusted Utilization. Health plans count on us to move swiftly from prescriptive blueprint through execution and regular outcomes analyses. Use tried-and-tested content strategies or rapidly customize from our dynamic content library based on your priorities and budget. The result is a track record of statistically significant improvements and improving / maintaining scores.

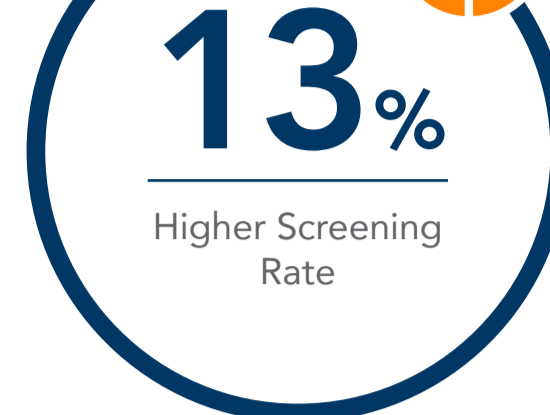
Adolescent Well Care

Customer: Health Plan in New York
Objective: Increase Well-Care Visits (AWC)
Result: 31% More Well-Care Visits



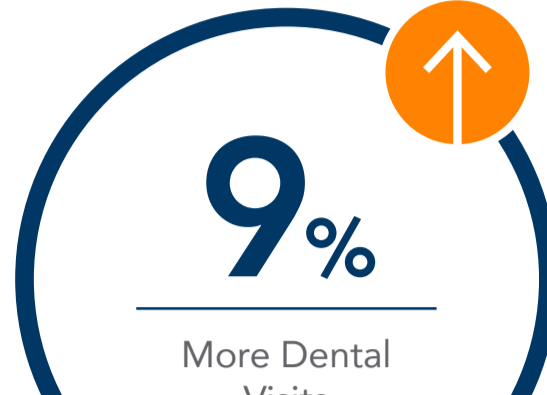
Breast Cancer Screening

Customer: Large Federal Employee Program
Objective: Increase Breast Cancer Screening Rate (BCS/C01)
Result: 13% Higher Screening Rate



Annual Dental Visit

Customer: Health Plan in Florida
Objective: Increase Preventive Dental Visits (ADV)
Result: 9% More Dental Visits



Childhood Immunization Status

Customer: Health Plan in Hawaii
Objective: Increase Childhood Immunization Compliance Rate (CIS)
Result: 21% Higher CIS Compliance Rate



Emergency Department Diversion

Customer: Health Plan in Indiana
Objective: Decrease Unnecessary Emergency Department (ED) Visits
Result: 50% Lower ED Visits (at 3rd Quartile)



Cervical Cancer Screening

Customer: Health Plan in New York
Objective: Increase Cervical Cancer Screening Rate (CCS)
Result: 26% Improvement Over Control



Disease & Care Management

Our Disease Management programs satisfy contract requirements in a meaningful way, support relevant HEDIS measures and help manage medical costs. Programs run year-round, cover a broad range of conditions and supplement your incentive and offline initiatives. For more complex members, Care Management teams leverage our web portal to have one-on-one conversations. We contribute to better member engagement, better barrier identification and better insights into your population.

Comprehensive Diabetes Care

Customer: Health Plan in West Virginia
Objective: Increase Diabetes Testing/ Compliance Rate (CDC/C13, C14)
Result: 7% More Testing & Compliance



Maternal Health 1

Customer: Health Plan in Pennsylvania
Objective: Increase Prenatal and Postpartum Visit Rate (PPC)
Result: 12% Higher Visit Rate



Behavioral Health

Customer: Health Plan in Indiana
Objective: Increase Follow-up After Hospitalization (FUH-7)
Result: 30% More Follow-ups



Maternal Health 2

Customer: Health Plan in New York
Objective: Increase Frequency of Prenatal Care (FPC)
Result: 19% Higher Visit Rate



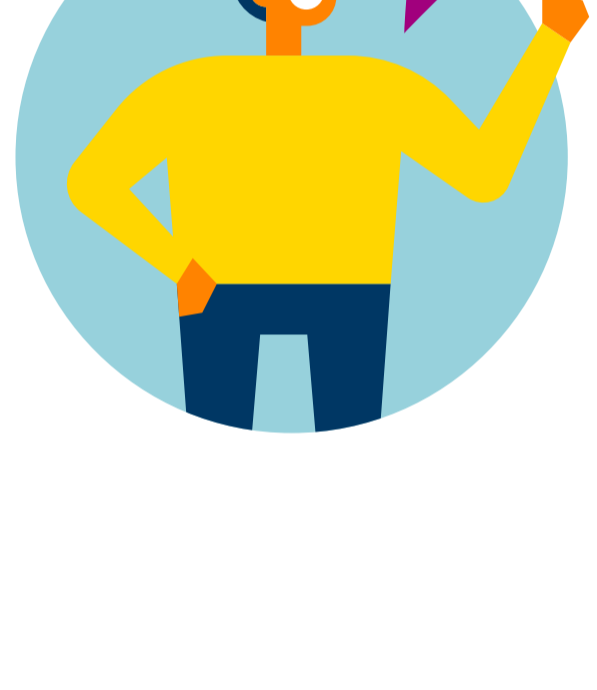
Health Needs Screening

Customer: Health Plan in Massachusetts
Objective: Increase Health Needs Screening Completion Rate
Result: 59% Completion Rate



Asthma

Customer: Health Plan in West Virginia
Objective: Increase Asthma Medication Adherence (MMA)
Result: 109% Better Adherence



Member Satisfaction

The holy grail is no longer member engagement — it is member satisfaction. Broad-based outreach strategies have proven suboptimal. HealthCrowd Streams solves this problem with targeted individualized communications. Similarly, omni-channel capabilities are no longer sufficient. In response, we pioneered Harmonization in healthcare — channels working together to mimic natural, real-life communications, bringing healthcare up to par with other industries. In short, our Orchestration platform makes it easy to align member satisfaction with health plan financial performance.

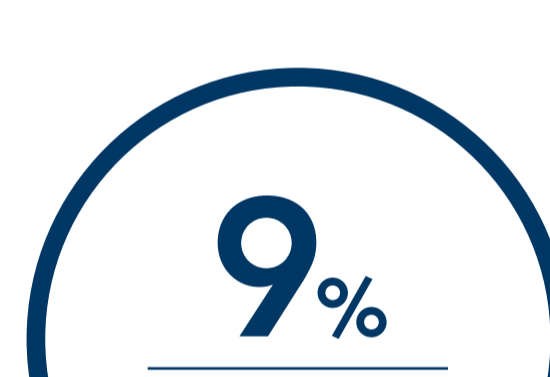
Making PCP Connection

Customer: New Health Plan in Florida
Objective: Effectively create Plan and PCP Awareness for Newly Acquired Members
Result: 100% New Membership Reached Digitally in Under 6 Months



Benefit Awareness

Customer: Health Plan in New York
Objective: Prompt Members to Learn about Benefits
Result: 9% of Members Called to Learn More



HOS / CAHPS

Customer: Health Plan in New York
Objective: Increase Pre-CAHPS Survey Completion Rate
Result: 42% of Members Outreached Completed the Survey



Post Appointment Survey

Customer: Customer: Health Plan in Louisiana
Objective: Increase Post Appointment Feedback Collection
Result: 25% of Members Outreached Completed the Survey



Revenue Optimization & Retention

A compelling digital communications strategy impacts KPIs and top-line revenue. Our holistic programs cover a broad spectrum, including new member acquisition, well visits for risk adjustment, VIP member appreciation, DSNP member focus, age-in conversion, actionable redetermination, premium payment, closed-loop social needs amplification and more based on population characteristics. The result is doing good business by doing good work.

PCP / Home Visits for HCCs

Customer: National Health Insurer
Objective: Increase Show Rate
Result: 45% Better Show Rate over Control



Telehealth Visits

Customer: Health Plan in New York
Objective: Drive Telehealth Adoption
Result: 18% of Members Outreached Registered and Had a Visit in 30 Days



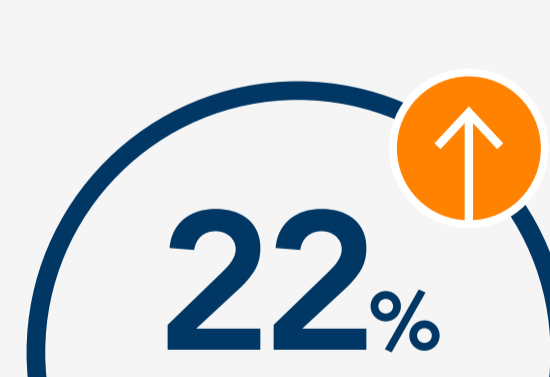
Redetermination

Customer: Health Plan in Texas
Objective: Drive Timely Member Redetermination
Result: 12% of Members Outreached Called Renewal Hotline Shortly



Payment

Customer: Health Plan in New York
Objective: Increase Post Appointment Feedback Collection
Result: 22% Improvement in Collection Over Control



Preventive SDoH Outreach

Preventive SDoH Outreach refers to proactive outreach to identify members who have a social needs and proceeding to address it. Health plans strategically leverage HealthCrowd throughout their workflows to amplify their efforts. Whether it is amplifying outreach to create awareness amongst members in need, rolling out specific strategies for targeted populations, or closed-loop outreach from identification to benefit attainment, we deliver results that produce measurable ROI while helping millions in need.

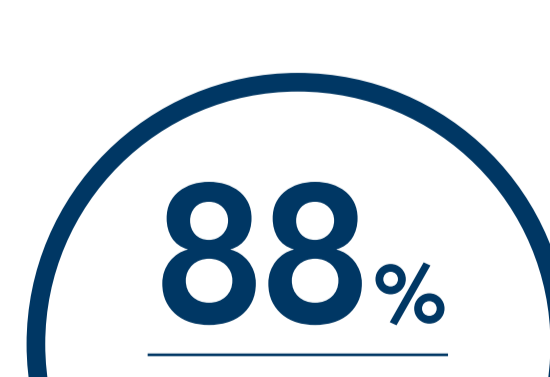
Food Insecurity

Customer: Integrated Delivery Network
Objective: Drive SNAP Awareness and Applications in CA
Result: 62k SNAP Application Resulted from Outreach



Closing Referral Loops

Customer: Regional Health Insurer
Objective: Understand What Happens Post-Referral
Result: 88% of Members Who Responded Received Help via Referral

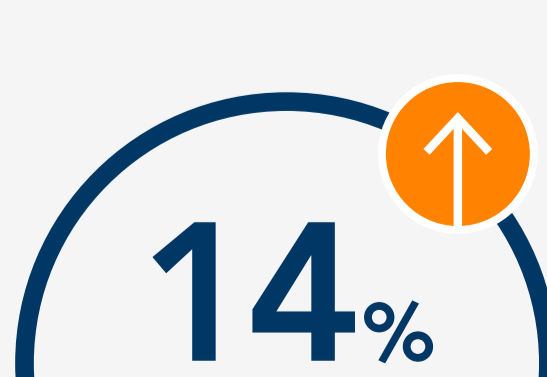


Pharmacy

Pharmacies are evolving their digital communications from transactional to relational. HealthCrowd's targeted content, individualized communications, original digital creative / assets and white-labeled nanosites embrace and elevate your brand. The result is automation at scale with a high-touch feel. Outperform contract requirements while further differentiating your pharmacy.

Medication Adherence

Customer: Health Plan in New York
Objective: Improve Medication Adherence for Medicare Members
Result: 14% More Medication Adherence



Refill Confirmation

Customer: Regional Specialty Pharmacy
Objective: Automate Complex Refill Confirmation Process
Result: 68% of All Refills are Now Automated

