

## Why Digital SNAP Outreach?

Identify and address unmet food insecurity needs so that you can reduce health care spending by low-income adults



Food insecurity can impact anyone in the United States, regardless of age, gender, or zip code. The Supplemental Nutrition Assistance Program (SNAP) helps millions of Americans put food on the table each year. With unemployment currently at a record high as a result of COVID-19, SNAP participation has increased and will continue to increase significantly.<sup>1</sup>

Although many health plans do preventive care outreach, few do preventive food insecurity outreach. Studies show that SNAP enrollment has been associated with lower subsequent health care costs, totaling as much as \$1,400 per person per year.<sup>2</sup> HealthCrowd helps you identify and address unmet food insecurity needs so that you have the best shot at course correcting future healthcare outcomes.

## Does Digital SNAP Outreach Work?

HealthCrowd's launch of the country's first large scale digital food insecurity outreach resulted in \$4.4M in health plan savings

### Population

**2.2M**  
Individuals reached

**5**  
Different Populations  
(Medicare, Commercial, CHC, Medicaid, & Medi Medi)

### Results

**450k+**  
Individuals engaged

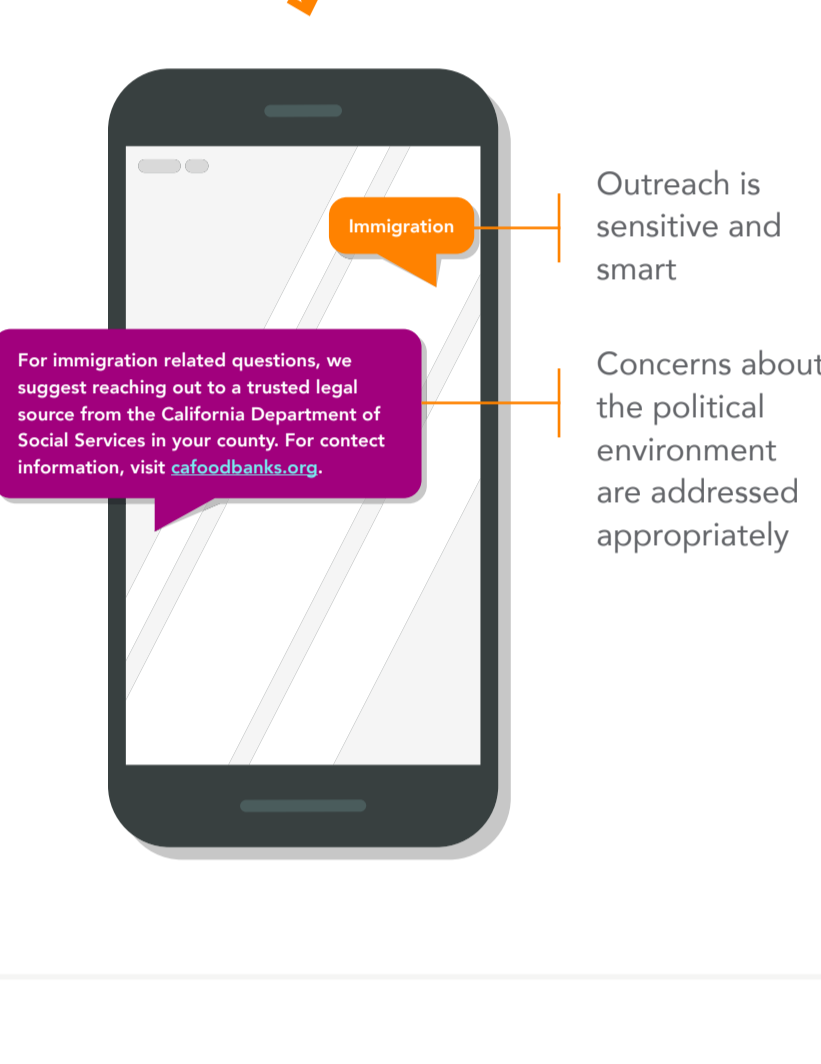
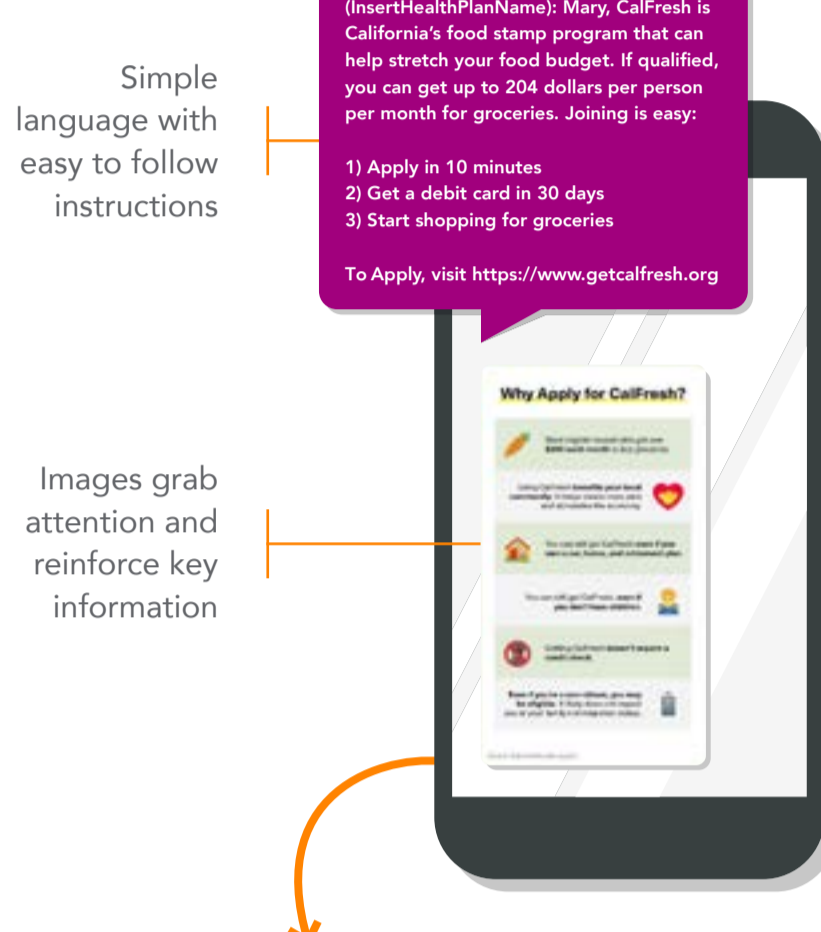
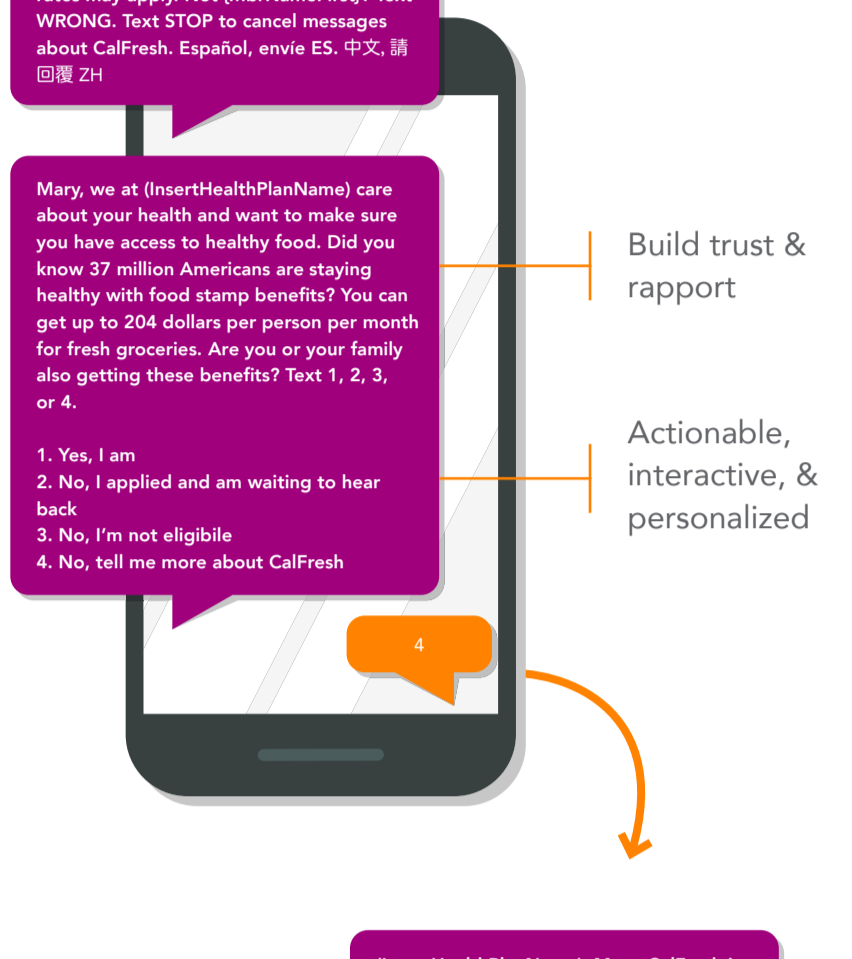
**62k+**  
Submitted SNAP applications

**22k+**  
Enrolled in SNAP

**\$4.4M**  
In health plan savings

## How Does HealthCrowd Do It?

Once we identify need, we route members to appropriate resources and make it easy for them to apply directly from their phone or computer



## Why HealthCrowd?

SNAP digital engagement isn't new to us and we know what works best after leading outreach in diverse states

### Cultural Competency to Engage with Low Income Members



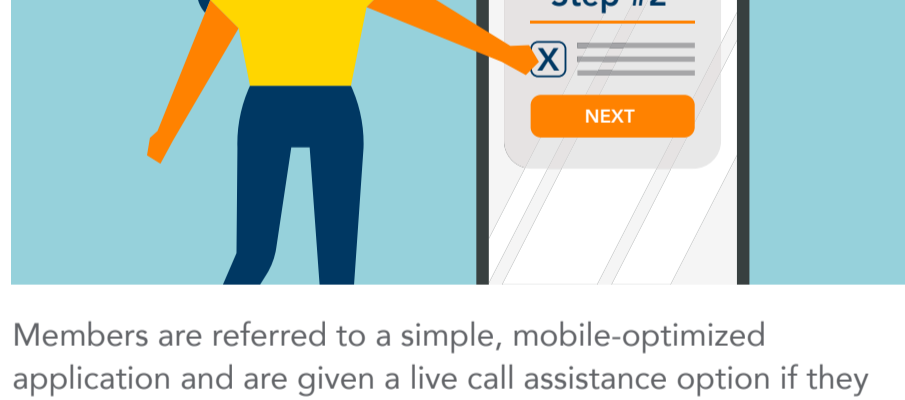
- We have been running digital outreach to large healthcare populations since 2013 and understand the content and timing that results in the most engagement
- Our content team analyzes how members are responding so we can address common stigmas and misconceptions associated with SNAP

### Multichannel (text, email, and calls) Approach Balances the Needs of a Wide Age Group



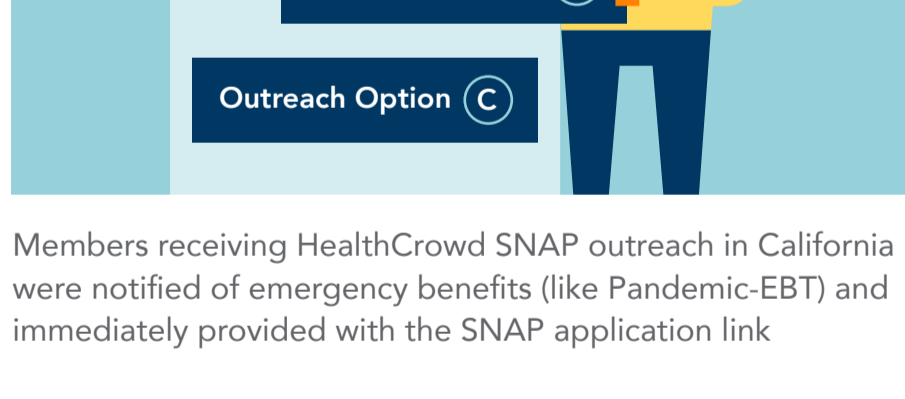
We found that members aged 60 to 69 prefer text and call outreach whereas members aged 18 to 59 prefer text and email outreach

### Closed Loop Member Experience From Start to End



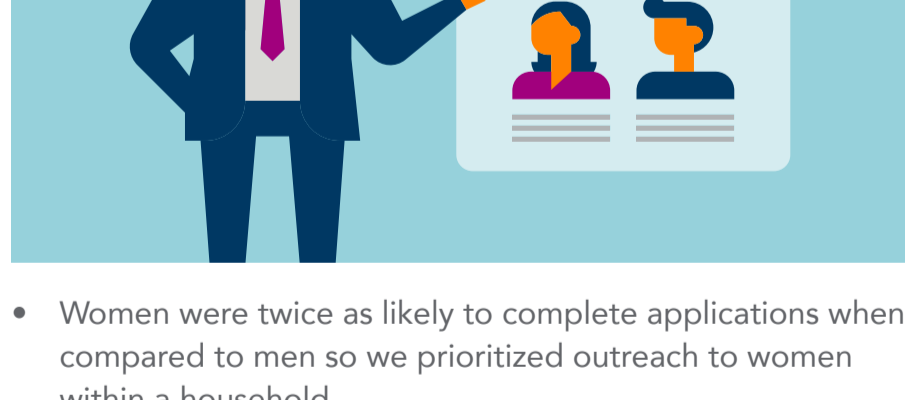
Members are referred to a simple, mobile-optimized application and are given a live call assistance option if they need further support

### Flexibility to Adjust Outreach in a Changing Environment (for Example, COVID-19)



Members receiving HealthCrowd SNAP outreach in California were notified of emergency benefits (like Pandemic-EBT) and immediately provided with the SNAP application link

### Data Driven Design Choices



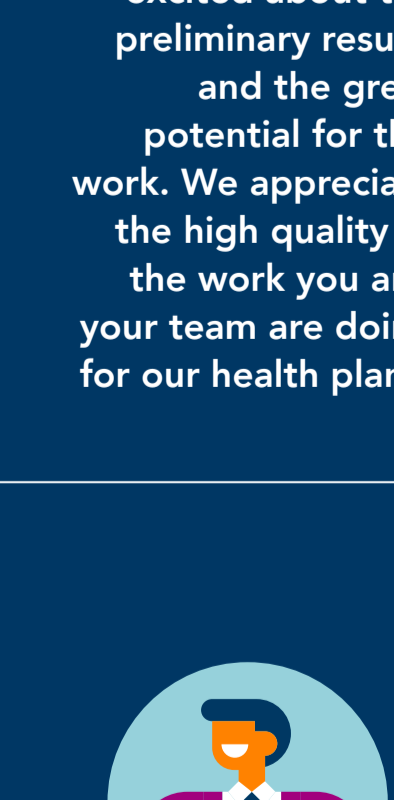
- Women were twice as likely to complete applications when compared to men so we prioritized outreach to women within a household
- 95% of members engaged prior to the 4th communication so, to avoid communication bombardment, we limited the outreach to 4 touch points

## Customer Testimonials

"Thank you. We are here, today, because of you. We had no clue what we were doing...and you walked us through each step. How did we get so lucky?"



"This is a terrific report. Very clean, concise, and interesting! We are excited about the preliminary results and the great potential for this work. We appreciate the high quality of the work you and your team are doing for our health plan."



"HealthCrowd, I feel like you're giving everyone a taste of what data driven use of technology can show in terms of real time data and integration."



## References

- Healthy Eating Research Brief, April 2020 <https://healthyteatingresearch.org/wp-content/uploads/2020/04/HER-SNAP-Brief-042220.pdf>
- JAMA Network, For The Media, September 25, 2017 <https://media.jamanetwork.com/news-item/snap-enrollment-associated-reduced-health-care-spending-among-poor/>