

# The West Member Engagement Assessment™

## Differentiation Through Member Engagement Will Drive Growth

Rising healthcare costs, healthcare reform, and a growing individual consumer market is giving rise to many challenges and opportunities for healthcare payers. Boosting member loyalty and driving higher levels of member engagement are critical elements for payer growth strategies. However, successfully managing member engagement across all touch points is one of the toughest challenges healthcare organizations face today.

West's unique Member Engagement Assessment blends strategic analysis with practical steps and advice to help organizations get on the right path to building and nurturing direct relationships with their members through effective and engaging member experiences.

### Goals of the Member Engagement Assessment Include:

- Understand member expectations for engagement
- Identify opportunities to streamline member communication across all channels
- Determine how to best deliver consistent member experiences throughout the member lifecycle
- Decide how to prioritize investments in member communication infrastructure
- Demonstrate a phased approach to achieving member engagement goals

### Key Benefits of Effective Member Engagement:

- Increase member interest
- Activate members in their care
- Reduce plan administration costs
- Lower healthcare costs
- Improve trust
- Build brand loyalty

### About West Healthcare

West helps healthcare providers, payers, employers, pharmacy organizations, and ACOs optimize communications, drive better member activation, and lower the overall cost of delivering care. Whether you want to increase immunization and screening rates, reduce hospital re-admissions for members with chronic disease, or improve the member experience and operational efficiency in your contact centers, the West Engagement Center™ is the communication lynchpin for engaging and activating populations across the entire care continuum.



**Are you ready  
to engage?**