

CAHPS & Member Experience

Leverage predictive models and proactive tailored outreach to improve CAHPS performance and overall member experience.



Predict behavior to uncover member experience issues at the individual level, and proactively engage members with personalized digital interventions designed to improve CAHPS scores and related performance measures.

Member-Level Predictions

- Focus outreach on the members who need the most help by predicting each members' responses
- Identify members likely to respond to the survey if targeted

Engaging Content

- Empower health action and management with compelling, easy-to-consume video content
- Video content integrated within outreach supports member navigation across the healthcare journey

Tailored Outreach

- Resolve member-specific issues efficiently using conversational AI to scale communications
- Solve access issues by addressing barriers and needs with tailored resources in real-time

Analyze & Optimize

- Understand drivers of CAHPS survey responses
- Quantify the impact of member outreach and how your programs correlate to health outcomes
- Refine enterprise strategies with new insights

Prediction-Driven Omnichannel Program

Our year-round approach to improving CAHPS performance leverages strategic omnichannel outreach, tailored at the individual-level, based upon members' risk of positive or negative responses as well as events in their health journey.



Just in Time Pre-CAHPS Outreach

- **Change the Vote:** Ahead of survey fielding, target members at-risk for negative responses, identifying and mitigating CAHPS-related issues
- **Get out the Vote:** Engage members likely to respond positively to encourage their response if targeted

CAHPS Inflection Point-Driven Outreach

- **Year-Round Touchpoints:** Informed by ongoing risk profiling of members with CAHPS inflection points
- **Example Inflection Points:** New doctor, risk change, appeal, grievance, prior authorization, new chronic condition, preventable ED visit, and more

CAHPS & Member Experience Solution Results

+1★

Year-over-year increase for target CAHPS measures

12pp

Improvement in Getting Needed Care measure score for D-SNP members

2.9pp

Year-over-year measure improvement on mock CAHPS survey