



SOLUTION

# Redetermination

Reduce member churn using education and conversational AI to address knowledge gaps and encourage members to avoid losing their Medicaid coverage.

## Tailored Outreach

Conversational AI and NLU tailor dialogues to members that overcome barriers, build self-efficacy, and reduce member churn.

## Behavioral & Data Science

Our SDoH Index uses census, proprietary and conversational data to produce highly accurate predictions. Coupled with Behavioral Science techniques, we're able to empower your members to act, and drive industry-leading outcomes.

## Streaming Content

Leverage personalized, highly-produced content to deepen member knowledge of Redetermination while encouraging them to reapply.



SMS



Email



IVR

**Path Health said:**

Hi, Jane. It's important to reapply before the end of the month so you don't lose your Medicaid benefits. You can do it all online at [pathhealth.com](https://pathhealth.com) or call 555-555-3878. Will you protect your benefits and get this done soon?

**You said:**

Why do I need to do this

**Path Health said:**

Good question! Each year, existing members need to reapply for Medicaid. Changes to household size, income and more can change your eligibility. Even if you didn't have changes, you still need to reapply for coverage or you will lose it.

## OUTCOMES

↑ 22pp

Increase in redetermination rates

168%

Increase in member attendance at plan redetermination events

31%

Click-through rates for members to update mailing addresses on file with their State Medical Agency