

# ONBOARDING & RETENTION



## Ensuring Member Retention for Improved population health

FOR MEDICAID

SUCCESS STORY

**Population:** Children in Medicaid and CHIP

**Channels:** Automated phone, email, text

### Business Problem

Like so many Medicaid MCOs, our client struggled with retaining members year-over-year and the significant costs associated with churn. 'Churn' is the unnecessary disruption in health coverage, due to eligibility changes and/or administrative issues. About half of all members who lose eligibility end up coming back on the plan within six months. In the meantime, they may have gone without important medications, preventive care, or treatment for chronic conditions, resulting in a sicker population and higher medical costs for the plan. In this case, **60% of members were unaware their coverage had expired.** Had they not heard from Eliza, they too would have contributed to Medicaid churn.

### Program Overview

Eliza implemented a proactive, personalized, and easy-to-understand outreach program to members ahead of their renewal dates. We reached nearly 74,000 parents and guardians of children up for redetermination to inform them about their coverage and the renewal process, confirm receipt of the state Medicaid renewal letter, and direct them to update their information online.

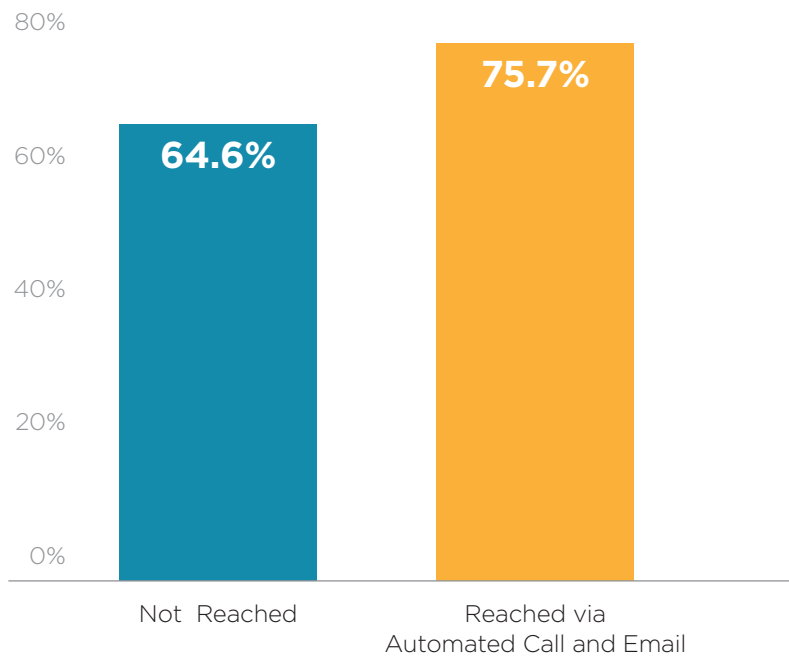
### ONLINE WEBINAR:

"Reducing Churn": Strategies to improve member retention and loyalty for Medicaid MCOs and QHPs  
Watch at [bit.ly/NHPWebinar](https://bit.ly/NHPWebinar)

### Results

Eliza drove compelling results, including retaining over 6,600 members that otherwise would have lost coverage, **retaining \$15.6M in revenue.** Those reached by Eliza were nearly **12% more likely** to complete their redetermination paperwork than those who were not reached (Fig. 1.0). Adding more channels, only improves results. We saw almost a **2% lift in renewal rates** when we executed a follow-up email after receiving an automated call.

## MEDICAID RETENTION AFTER AUTOMATED CALL AND EMAIL

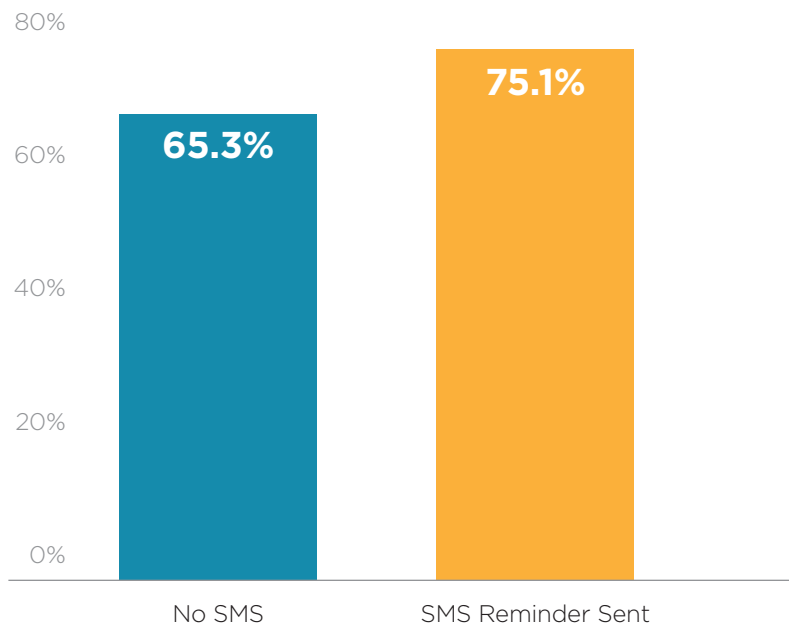


(Fig. 1.0)



Additionally, those not reached via automated phone call, but who opted in to receive text message reminders, experienced a **9.8% increase in redetermination rates** compared with members who weren't reached at all (Fig. 1.1).

## MEDICAID RETENTION AFTER SMS REMINDER



(Fig. 1.1)



## CONTACT ELIZA TODAY

Let's start the conversation on how Eliza can help you improve your members onboarding and retention with an Eliza Onboarding and Retention program.