



ENGAGING MEMBERS DURING A CRISIS

Communicate to members quickly and efficiently during the COVID-19 pandemic

During times of crisis and chaos, your members are bombarded by information from a variety of sources, and they can easily become confused or overwhelmed.

As the COVID-19 pandemic spreads both illness and fear across the nation, your members will look to you for:

- *Timely access to accurate, up-to-date information*
- *Critical services and resources to keep them safe and connected*
- *Reassurance that you will support and protect them*

“Early communication of COVID-19 information helps limit misinformation and rumors that could contribute to confusion and fear.”

— CDC communications guidance to health professionals, March 2020

NovuHealth’s COVID-19 Rapid Response Engagement Solution can help

NovuHealth’s COVID-19 Rapid Response Engagement Solution helps you communicate quickly and effectively to your members about the pandemic. The solution focuses on three key areas of engagement:



Educating members about critical COVID-19 information, including preventive measures, signs and symptoms, and where to go for the latest updates.



Connecting members to valuable plan resources, such as telehealth tools and tips on how to avoid stress, isolation and loneliness.



Reassuring members that their health plan is here for them during this time, offering support, guidance and crucial resources.

A focused engagement solution that reaches your members quickly and efficiently

Our solution provides members with crucial educational content from trusted, reputable experts—the CDC and CMS—as well as links to resources with the latest information.

We connect members to important plan resources, such as COVID-19 testing and treatment options, nurse lines, and telehealth resources. We also share valuable tips that address the mental health issues that come from seclusion, like loneliness and stress.

We can communicate quickly to your entire population and deploy additional, targeted outreach for at-risk populations, such as those with chronic conditions like diabetes, blood pressure, asthma or COPD. And we optimize reach with an omni-channel approach that includes email, IVR and direct mail.



WHY WORK WITH NOVUHEALTH?

1 Fast

Our omni-channel solution deploys rapidly in preferred channels like email, IVR and direct mail, so you can engage members quickly and efficiently—key in a time of crisis.

3 Focused

You can stay focused on core health care needs while leveraging our expertise in consumer loyalty and data science to reach your members.

2 Flexible

We can communicate to your entire population, with additional targeted outreach to at-risk populations. Plus, we can tailor outreach to your needs and launch additional rounds as members' needs change.

4 Far-reaching

Communicating quickly and effectively with members during the pandemic is not only recommended by the CDC, it may also have a positive impact on future HOS and CAHPS scores.

To discover how NovuHealth's **COVID-19 Rapid Response Engagement Solution** can help you quickly and efficiently reach members during the pandemic, contact us at info@novu.com