



A unique approach to engaging hard-to-reach populations

Reaching Medicaid members and getting them to participate in their own care can be a challenge – especially when you have limited or outdated contact information and the members you’re trying to engage have complex care needs, fluctuating eligibility, and are impacted by social determinants of health (SDoH).

What if you could use your limited dollars and resources more effectively? What if you knew which members and measures to focus on for the greatest return? What if you could actually reach your members, and transform them into active, engaged participants who have a positive relationship with their health and your plan?

Meet NovuHealth’s Medicaid Member Engagement Solution

NovuHealth’s Medicaid Member Engagement Solution leverages our Activate Engagement Platform to deliver personalized content and incentives that motivate members to complete the healthcare activities that can improve plan quality of care and member quality of life.

Unlike one-size-fits-all member engagement, NovuHealth’s solution creates a highly personalized experience by tailoring content, channels and rewards to each member’s needs and applies proven loyalty and data science strategies to optimize segmentation, engagement and results.

We help health plans motivate the most complex Medicaid populations, including:



Mom & Baby



Members with diabetes



Children and adolescents



Members with chronic conditions

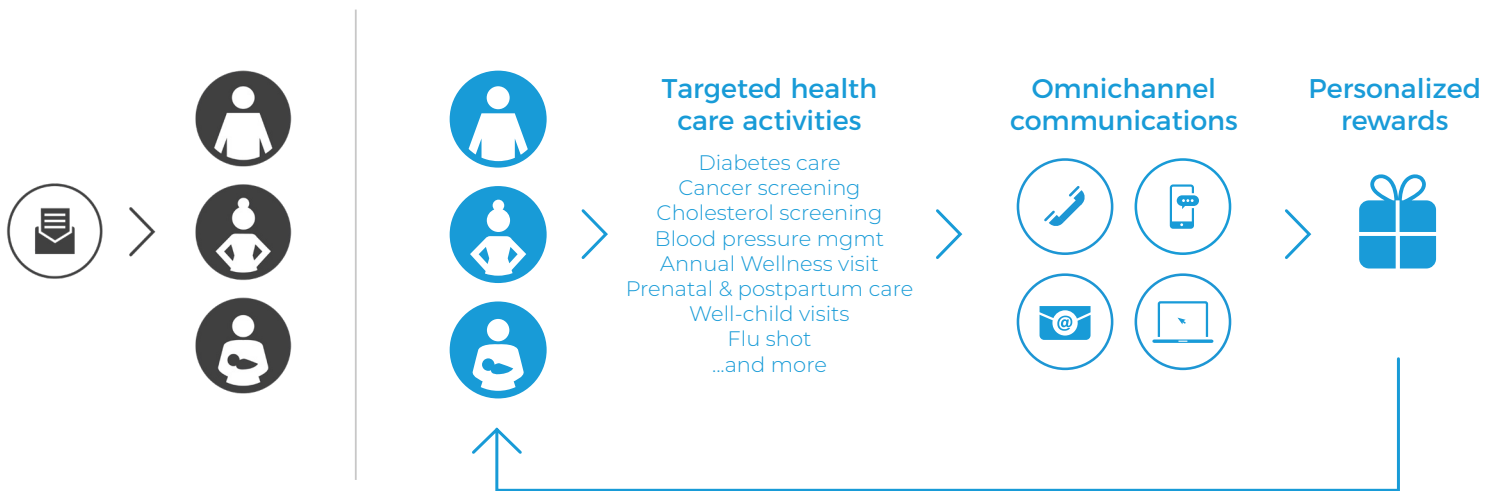


Dual SNP

A better approach to member engagement

One-size-fits-all member communications have limited effectiveness.

NovuHealth's highly personalized approach **engages and motivates to drive results.**



Benefits of NovuHealth's approach

- 1 Improve quality by getting the right members to close the right measures.**

NovuHealth's Medicaid Member Engagement Solution determines and prioritizes which high-value healthcare activities need to be completed, identifies which members are most likely to act and communicates in their preferred channel, and motivates them to close those measures – improving quality ratings and driving incremental plan performance.
- 2 Enhance member engagement and satisfaction by personalizing and incentivizing.**

In addition to recognizing and rewarding members for taking a more active role in their care, NovuHealth's Medicaid Member Engagement Solution also reinforces the positive impact their participation has on their overall health – creating a stronger, more valuable connection between member and plan.
- 3 Manage care costs by connecting members to key resources**

NovuHealth's Medicaid Member Engagement Solution motivates members to establish a relationship with a primary care provider, provides education and support to guide members on appropriate utilization, and connects members with plan and community resources to help remove barriers to care.

To discover how NovuHealth's Medicaid Member Engagement Solution can help you engage and motivate challenging Medicaid populations, visit novu.com/medicaid