



The intelligent way to improve quality and drive plan performance

With the shift to value-based care and the rise of consumerism in healthcare, Medicare Advantage plans can no longer afford to rely solely on traditional approaches to improve quality—like provider incentives, network restrictions and utilization management. To compete in an ever-changing marketplace, plans need to address a need that’s eluded them, sometimes for years: motivating their historically non-compliant, unengaged members.

What if you could optimize and integrate your member engagement efforts? What if you knew which members and measures to focus on for the greatest return? What if you could transform your unengaged members into active participants who have a positive relationship with their health and a positive impact on your plan?

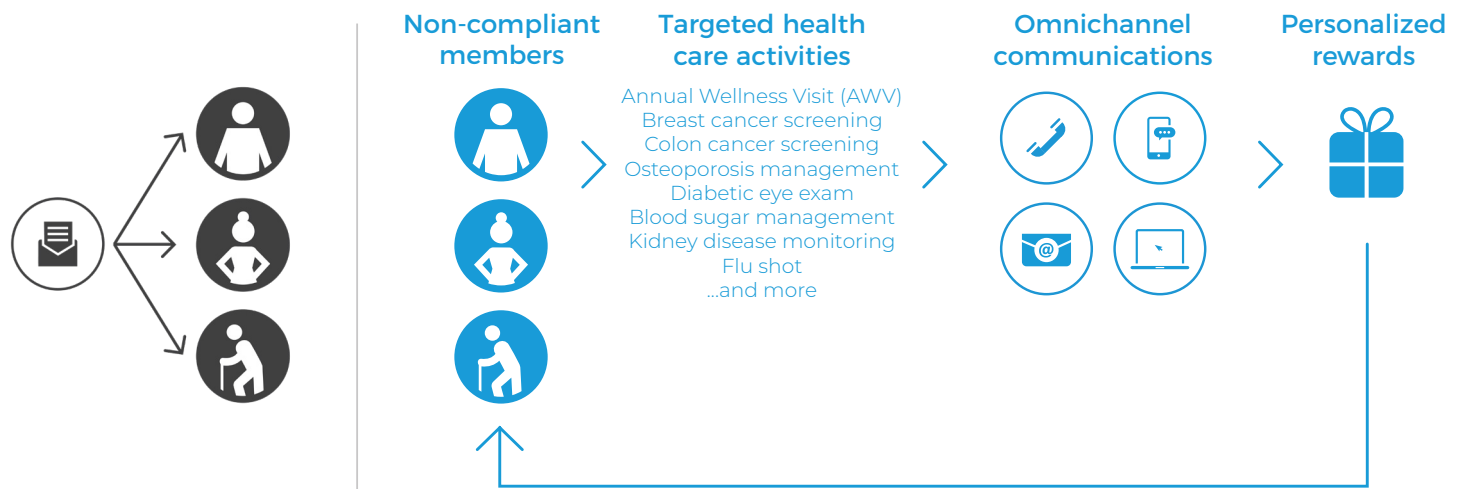
Meet NovuHealth’s Medicare Advantage Quality Solution

NovuHealth’s Medicare Advantage Quality Solution is designed to improve Star ratings by motivating members to complete the high-value healthcare activities that close care gaps. Unlike one-size-fits-all member engagement programs, NovuHealth’s solution leverages our Activate Engagement Platform to create a highly personalized experience. We tailor content, channels and rewards to each member’s needs, and we apply proven loyalty and data science strategies to optimize segmentation, engagement and results.

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 plan performance by focusing on the right measures and the right members.**

NovuHealth's Medicare Advantage Quality Solution prioritizes the healthcare activities that align with plan business objectives, identifies the populations with open care gaps and focuses on the members most likely to act.

- 2 Optimize member engagement with a personalized, omni-channel experience.**

Delivering the right message to the right member at the right time in their preferred channel—plus offering valuable rewards that can be redeemed quickly and easily—increases the likelihood members engage and complete the desired action.

- 3 Enhance member satisfaction by creating more meaningful connections.**

In addition to recognizing and rewarding members for taking a more active role in their care, NovuHealth's Medicare Advantage Quality Solution also reinforces the positive impact participation has on their overall health—creating a stronger, more valuable connection between member and plan.

A NOVUHEALTH SUCCESS STORY

Improving plan performance while increasing Star ratings

Our Medicare Advantage Quality Solution helped one large Medicare Advantage plan boost member engagement, close critical care gaps and achieve a valuable 4-Star status.

790% increase in engagement program participation

5X increase in number of completed healthcare activities per member

STAR RATING

4.0

Star rating before NovuHealth = 3.0
Star rating after NovuHealth = 4.0

To discover how NovuHealth's Medicare Advantage Quality Solution can help you improve quality and drive plan performance, visit. novu.com/medicare