Using predictive analytics to improve member satisfaction and reduce churn

Voluntary churn among Medicare Advantage members has been steadily increasing and shows no signs of slowing. The cost of churn can be significant for health plans, totaling total tens of millions of dollars in lost revenue and increased costs. For members, it can interrupt access to care, and the process of enrolling in a new plan can be frustrating and time-consuming.

What if you didn't have to accept churn as an unavoidable reality? What if you could identify the members most likely to churn and engage them in meaningful, measurable ways—improving their connection with your plan, and increasing the chances they stay?

Introducing NovuHealth's Member Retention Solution

NovuHealth's Member Retention Solution recognizes the members who are proactively managing their care, acknowledging them for closing care gaps and encouraging them to remain engaged.
The result: increased satisfaction and reduced churn.

Unlike one-size-fits-all approaches, NovuHealth identifies the members most likely to churn and delivers a personalized engagement experience.
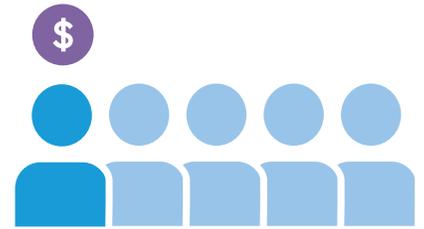

Predictive analytics → Personalized engagement → High-value activities → Engaged, satisfied member

The value of NovuHealth's Member Retention Solution

A 75,000-member plan with 14% churn
has over **$46 million**
in risk based on unaddressed member churn.

(That's 6,825 members with a $6,782 per-member value)

By targeting the 19,500 members most likely to churn and delivering an estimated 36% reduction in churn, we can deliver a projected $1.7 million in value and an estimated 1.9X-3.6X ROI.

36% = **$1.7 million** in value
and **1.9X — 3.6X ROI**

Estimated reduction
in churn

Benefits of NovuHealth's member-centric approach

1 Identify the members most likely to churn

Often, the members most likely to churn are those who are engaged and compliant, making them important members for a plan to retain. Using our proprietary predictive analytics, we can determine which members are more likely to leave, and recognize and acknowledge them to drive greater satisfaction.

2 Deliver a personalized experience

Consumers today expect a tailored, high-touch experience from every brand/service they interact with, and health plans are no different. We personalize the member engagement experience—from preferred channels to relevant content to the most important care activities—so members feel uniquely seen and understood.

3 Build stronger member relationships

By recognizing members for taking an active role in their health, NovuHealth's Member Retention Solution helps drive deeper engagement with your plan, enhancing member satisfaction and increasing the likelihood they stay.

To discover how NovuHealth's Member Retention Solution can help you proactively identify the members likely to leave and engage them so they're more likely to stay, visit **novu.com/retention**

novuhealth