

Conduent Care Integration Services: Member Outreach Programs

Combining technology, analytics, automation
and personalized outreach to improve cost,
quality, outcomes and member experience.



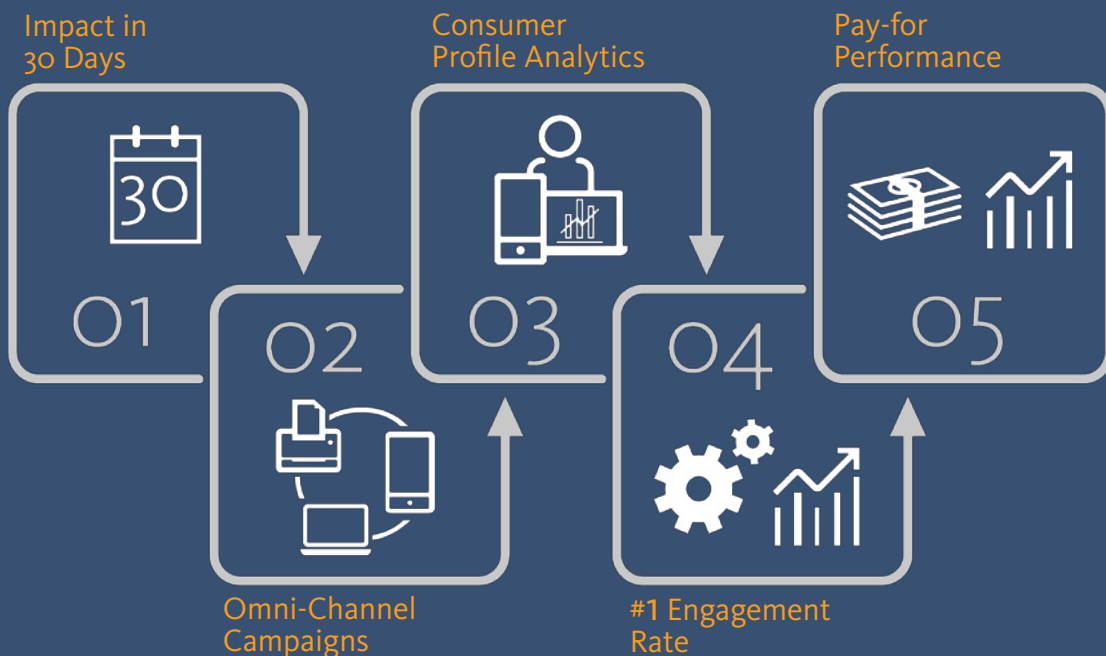
Conduent is solving the member outreach dilemma.

Health plans face a major dilemma in engaging their members. Increasingly, plans must directly reach members to engage them in their healthcare, close gaps in care, improve healthcare quality measures (STAR Ratings, HEDIS Scores), or address medical cost issues. At the same time, health plans too often bombard their members with confusing messages.

Conduent Care Integration Services delivers customized member outreach programs that deliver immediate results.

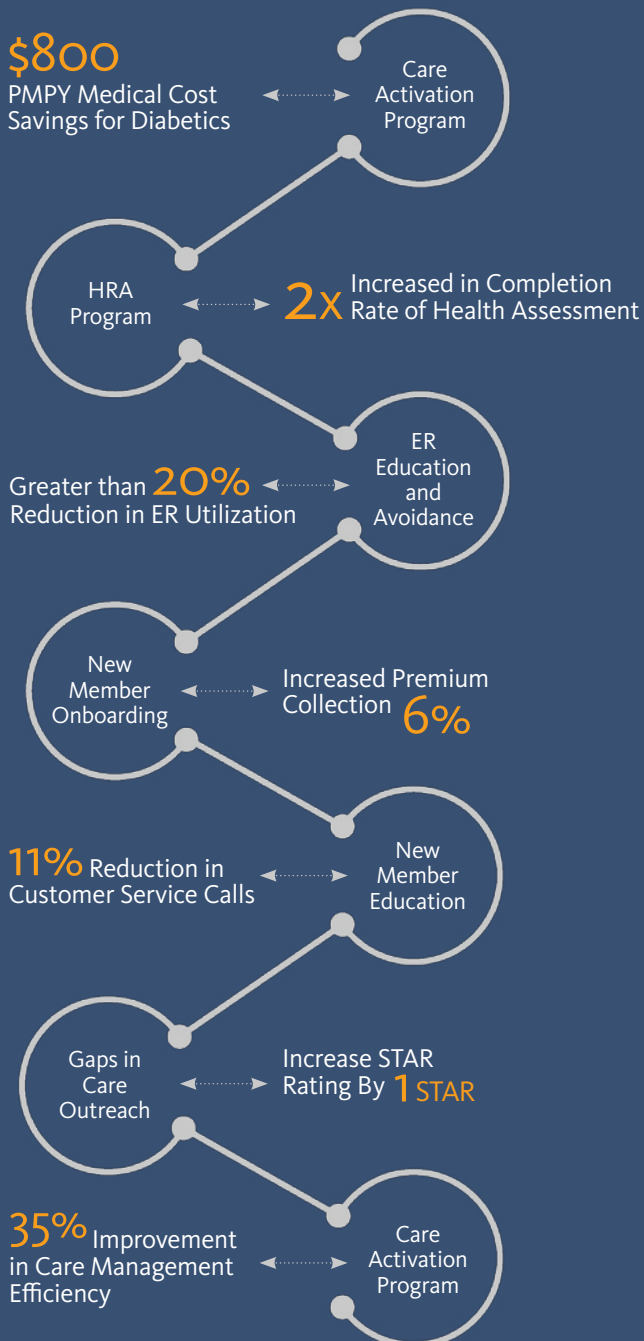
Using an agile approach to design and implementation, we're able to achieve results in thirty days. We use consumer profile analytics to create personalized communications, which enables us to deliver industry-leading engagement rates. Our clinical contact center agents utilize proven technology and omni-channel programs coordinate outreach to improve member experience, while achieving immediate impact for our plan partners. We utilize a pay-for-performance fee structure, so we only get paid if we deliver results.

The Conduent Advantage



Proven ROI

Conduent's member outreach programs consistently deliver immediate impact. We design programs around the business priorities of our plan partners. The proof is in our results.



Observed results from client outreach programs.

Flexible Program Designs

We bring more than two decades of experience and best practices for engaging healthcare consumers. We design programs to meet the specific needs of each of our clients. All of our programs utilize our proprietary consumer health segmentation profiles and MedGine rules engine technology to create a high-touch, high-ROI, relevant and personalized experience.

Our programs are designed to create a high-touch, relevant and personalized experience.

Intelligent Health Risk Assessments

New Member Onboarding and Activation

Closing Gaps in Care

Selecting a PCP

Care Reminders, Testing Kits, and Appointments

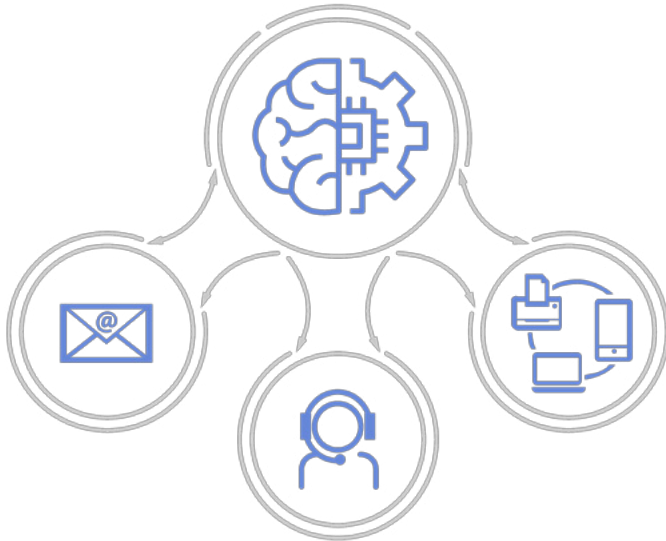
Care Management Acceleration

Rx History Review

Medical Procedure Authorization

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MedGine and Link: Powering the Connected Journey



MedGine

Rules and Workflow Engine

Key industry differentiator

Analytics and rules engine

Personalizes all touchpoints

Automates workflow

Coordinates all communication and information across all stakeholders

Supports agent service, automation, and self-service platforms

Omni-channel campaign management

Personalized Engagement Powered by Technology

Powering our member outreach programs are MedGine and Conduent Link – our proprietary rules engine and interaction platform. MedGine is the “brain” that creates the consumer profile and health segmentation analytics. MedGine brings consumer intelligence and automation into every touchpoint. MedGine also coordinates omni-channel member outreach to reach members through their channel of choice and to maximize engagement.

These capabilities bring immediate scale, efficiency and prospective coordination into the currently fragmented consumer experience environment of healthcare. Our goal is to create a “connected healthcare” experience, all with scalable implementation and minimal setup fees or effort, while complementing—not ripping out and replacing—existing capabilities.

Conduent Care Integration and Management Services

A well-crafted member outreach strategy enables you to transform member experience, strengthen financial performance and improve operational efficiency across your business.

For more information visit:

[Conduent.com/healthcare-payer-solutions](https://conduent.com/healthcare-payer-solutions)

