

Patient & Provider  
Engagement

**NEXT GEN  
HEALTH ENGAGEMENT**

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Health Ecosystems Realized  
Powering & Connecting Relationships



VBCExhibitHall.com  
Educational Webinar Series



# Presenters



**Dr. Juan Estrada**

Chief Executive Officer



**Craig Thomas**

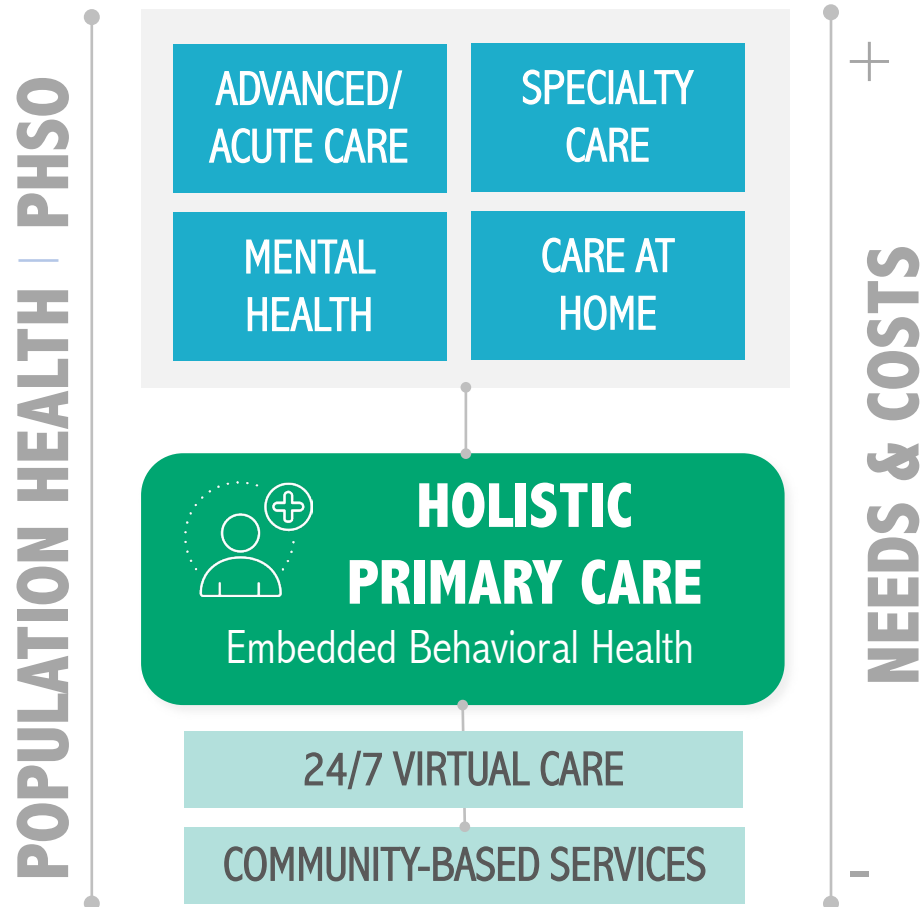
Co-Founder & CEO



# Company



Leader in Patient-Centered Care  
& Health Ecosystems



# Introductions



Powering and connecting relationships  
as a co-pilot for health ecosystem innovators





# Consumer Engagement

What is the biggest challenge to engaging members or patients in their healthcare?

- 1 Lack of consumer interest or motivation
- 2 Lack of a relationship with a healthcare provider
- 3 Lack of relevant and personalized communications
- 4 Challenges accessing & navigating the health system



# Discussion Outline



## **Next Gen Engagement**

The power of collaborative ecosystem partnerships

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## **Effective Engagement**

Playbook to power and connect relationships

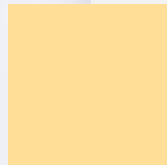
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## **Activating Engagement**

The right mind-set, technology and know-how

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## **Provider Engagement**

Critical for a great patient experience and outcomes

# Health Plan Challenge

## Objectives

- Rapid Growth in a Competitive Market
- Expanded Clinic Footprint Improving Access to Care
- Patient-Provider Matching for Improved Health Outcomes
- Transparent Health Plan/Provider Performance Feedback for Collaboration

# Payor-Provider JV Case Study

## Playbook

- Go-to-Market & Value Proposition Alignment
- Payor-Provider & Health Ecosystem Integration
- Member/Patient Engagement & Experience
- Provider Performance Management
- Payor-Provider Analytics for Insight

### GROWTH

**500**<sub>k</sub>   **58**   **350**

PATIENTS

LOCATIONS

PROVIDERS

### ACCESS TO CARE

< **4**<sup>Days</sup>   **80**%

APPOINTMENT  
AVAILABILITY

24/7 VIRTUAL CARE  
1<sup>ST</sup> VISIT RESOLUTION

### ENGAGEMENT-EXPERIENCE-COST

**85**%   **90**%   **40**%

OVERALL PATIENT  
SATISFACTION

CY SEEN RATE  
CHRONICS

LOWER TCOC PMPM  
DISEASE MANAGEMENT



# Playbook

## Driving Growth, Engagement & Performance Results

◀ **PAYOR** INNOVATIVE JOINT-VENTURE **PROVIDER** ▶



### ALIGN

health plan members to Sanitas



### ENGAGE

priority patients in their health



### INTEGRATE

processes across health ecosystem

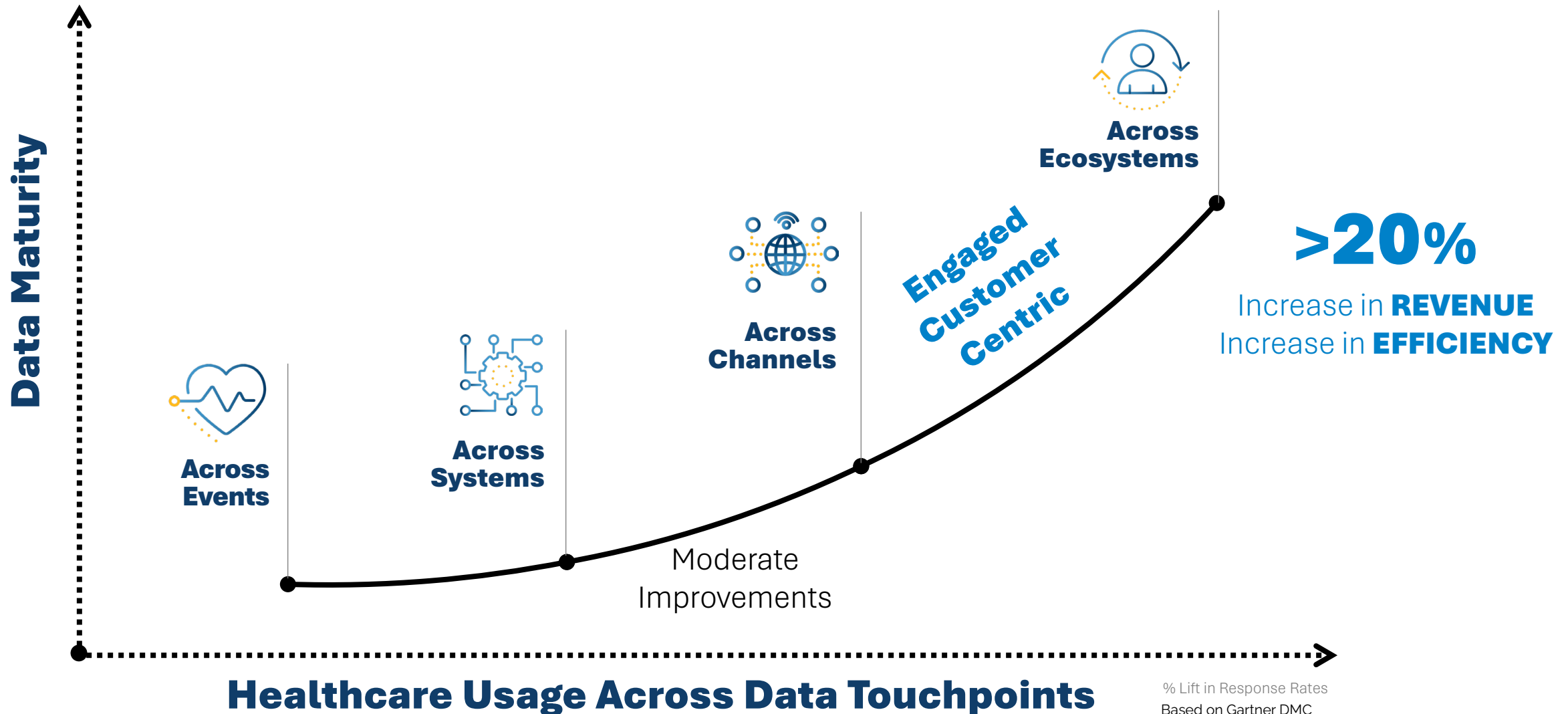


### OPTIMIZE

VBC & operational performance

# Next Gen Engagement

## Patient Engagement Across Your Ecosystem





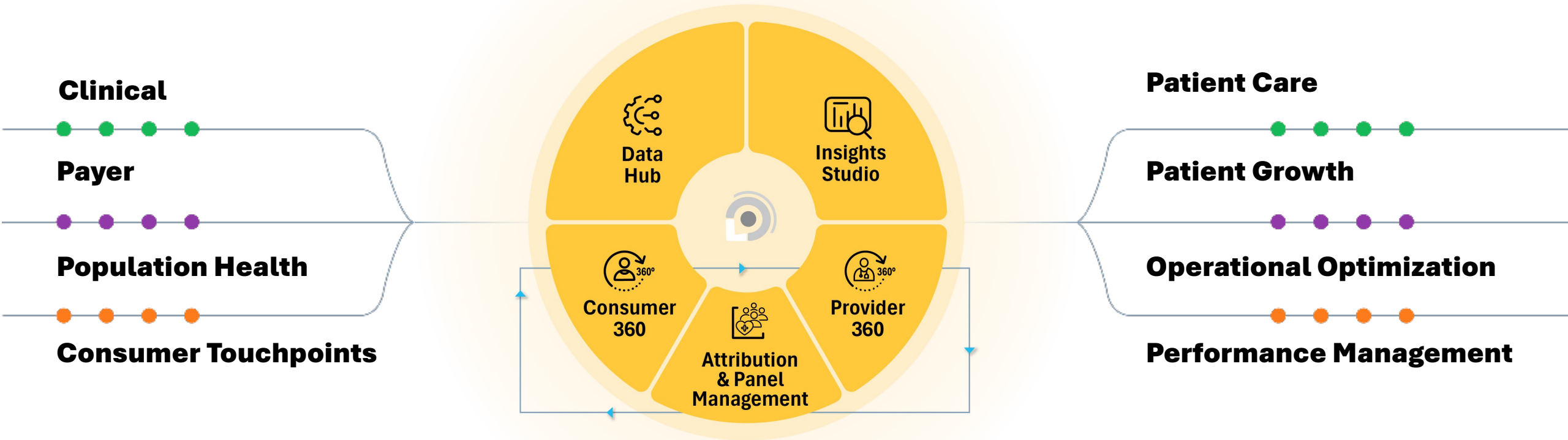
# Activating Engagement

Technology, Know How and Connected Processes

FROM DISPARATE DATA...

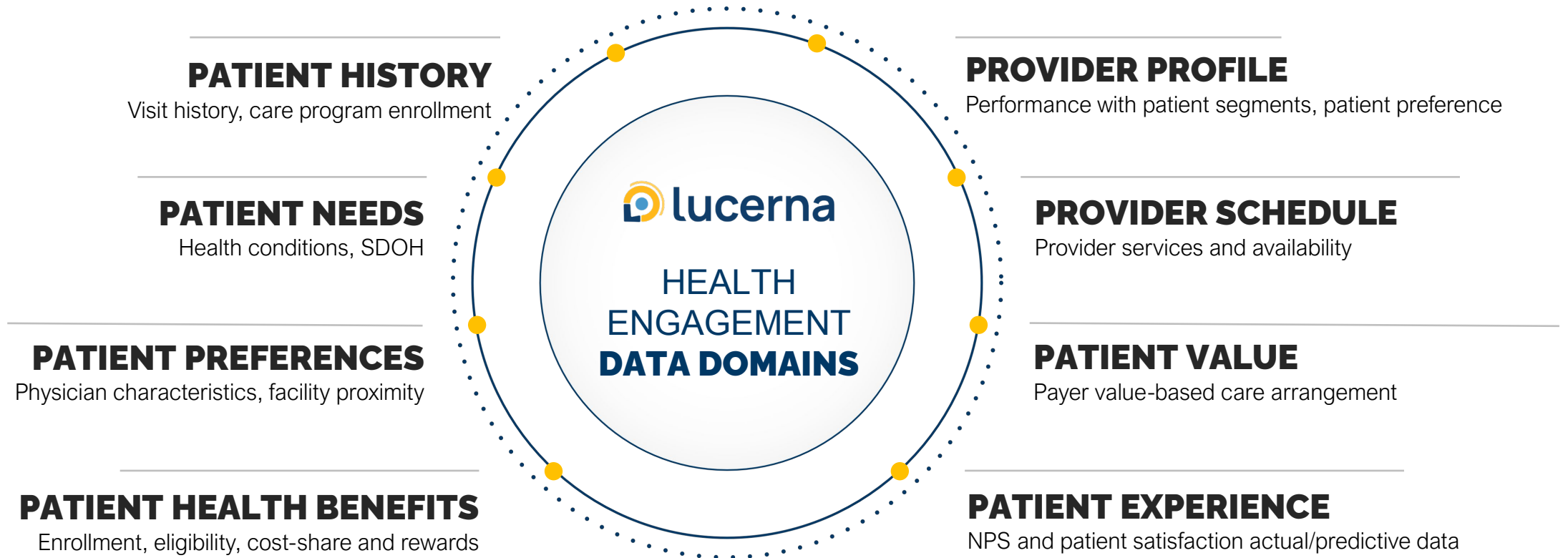
TO SINGLE SOURCE OF TRUSTED INSIGHTS...

TO CONNECTED PROCESSES



# Data-Driven Engagement

Healthcare Personalization Establishes Relevance, Lift and Value.



# Engagement Use Cases

## ACQUISITION & RETENTION

- › AEP/OEP lead generation
- › Medicare age-in
- › New patient & win-back
- › Cross-sell service lines
- › Patient provider matching
- › Patient product navigation

## HEALTHCARE ENGAGEMENT

- › Welcome & onboarding
- › Attributed patient navigation
- › Care program enrollment
- › Accurate risk adjustment
- › Quality & care gap closure
- › Medical cost management

## OPERATIONAL PERFORMANCE

- › Provider panel management
- › NPS & satisfaction surveys
- › Visit adherence (no-show)
- › Self-service channel adoption
- › Patient portal adoption
- › Call center optimization

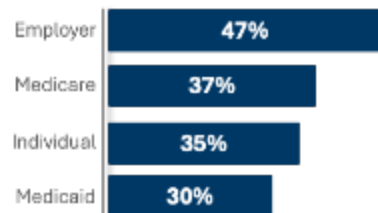
# Engagement Results

## Patient Engagement

**500,000**  
Completed Appointments

**35%**

Campaign Conversion Rate  
Unique Patients with Scheduled Appointments



**42-50%**

Patient Email  
Open Rate

## Patient Experience

**60,000**  
Completed PX Surveys

**24%**

NPS & PX Survey  
Response Rate

**30%**

Spanish Survey  
Response Rate

**20%**

Improved NPS Through Leap's Integrated  
Service & Performance Management Processes

## Patient Growth

**10,000**  
New Patients (Digital Advertising)

**8%**

Conversion Rate Unique New Patients  
with Scheduled Appointments

**\$7**

Digital Marketing Cost per Lead  
(call or online booking start)

**\$1**

Digital Marketing Cost per Click  
(Google & Meta)



# Provider

# Engagement

What is the biggest challenge to engaging healthcare providers?

- 1 Complexity navigating patients across the health system
- 2 Too much paperwork or clunky technology
- 3 Lack of relationship with patients
- 4 Disenchanted with the business of healthcare

A woman with long brown hair and blue eyes is holding a white sign in front of her face. The sign has the word "Poll" written in large, green, sans-serif letters. She is looking directly at the camera with a neutral expression.

Poll

# Provider Challenges

- **Shortage of resources**
- **Data and process fragmentation**
- **Healthcare providers feel overwhelmed and ill-equipped to implement change**
- **Complexity and variation across payor contracts**
- **Healthcare ecosystem coordination difficult for patients and providers**
- **Lack of convenient access to care from a patient perspective**

# A Deeper Look

“ When providers are not engaged, patient care and revenue is impacted ”



# Provider Engagement

Two-Way Street Based on Mutual Trust

Practice top of license and ongoing training

Align incentives  
to practice goals

Timely access to patient  
panel data and insights

Voice at the table for goals  
and critical decisions

Access to  
Performance feedback



# Keys to Success



## **DEVELOP INTEGRATED ECOSYSTEMS**

Even leading companies can't succeed on their own

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## **THINK TRANSFORMATION**

Health consumerism, ecosystems & VBC are big changes

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## **DRIVE YOUR EXECUTION JOURNEY**

Expert people, process and technology

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## **PURSUE BIG STRATEGIC GOALS**

Market leader driving outcomes through innovation



# Q&A

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# Thank You

Connect with us today to move healthcare forward!



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