

An inside look

THE FORMULA FOR HEALTH ENGAGEMENT & REVENUE GROWTH



VBCExhibitHall
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Educational Webinar Series



Presenters



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Engagement Lead



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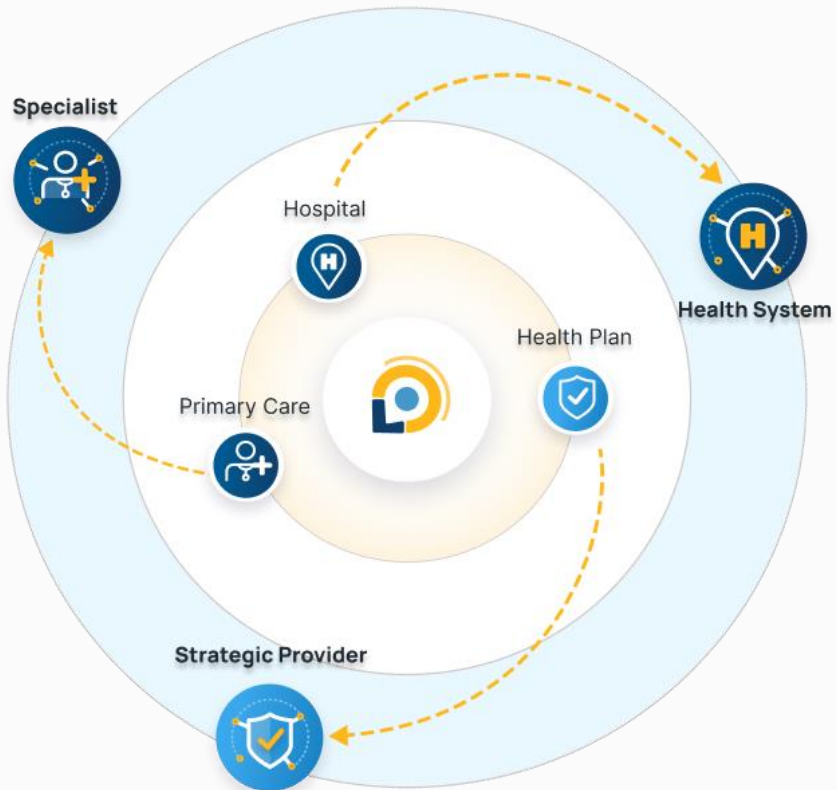
Co-Founder & CEO



Introducing Lucerna: Partnering with Innovators

Health Ecosystems Realized

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



Solutions for Better Outcomes & Better Business

An operational playbook based on real-world experience, solving execution challenges to drive results

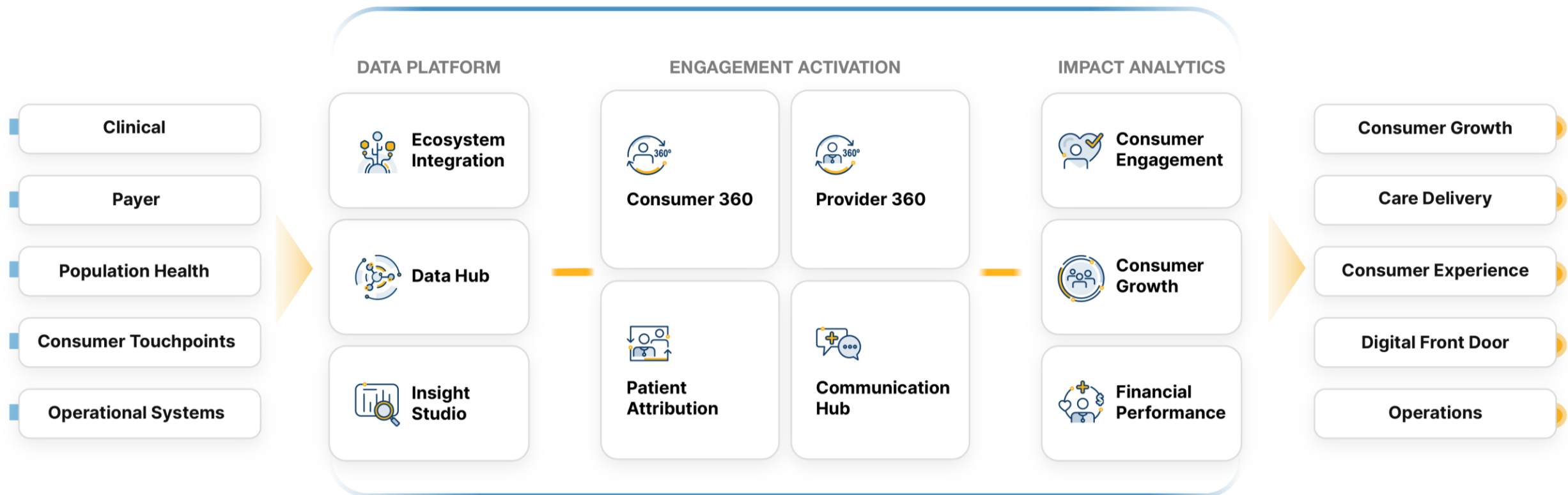


Activating Strategic Engagement

FROM DISPARATE DATA...

TO SINGLE SOURCE OF TRUSTED INSIGHTS...

TO CONNECTED PROCESSES



Discussion Outline



Engagement Drives Value

Use Cases that drive measurable results

Strategic Engagement

Playbook to power and connect relationships

Activating Engagement Formula

The right mind-set, technology and know-how

Engagement Challenge

PATIENTS EXPECT MORE & BETTER ENGAGEMENT

92%



Patients expect personalized messages

61%



Patients want more continuous engagement

REPUTATION MANAGEMENT IS CRITICAL

3x



Likely to switch due to a negative experience

72%



Patients rely on online reviews to pick providers

DIGITAL ENGAGEMENT IS UNDENIABLE

80%



Prefer digital communications

62%



Patients age 70+ use smartphones

THE BUSINESS IMPACT IS CLEAR

35%



Provider appointments slots not used.
\$1.5B/yr missed appts cost to the system

94%



Hospitals say “leakage” is a financial priority at 55+% “leakage”

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

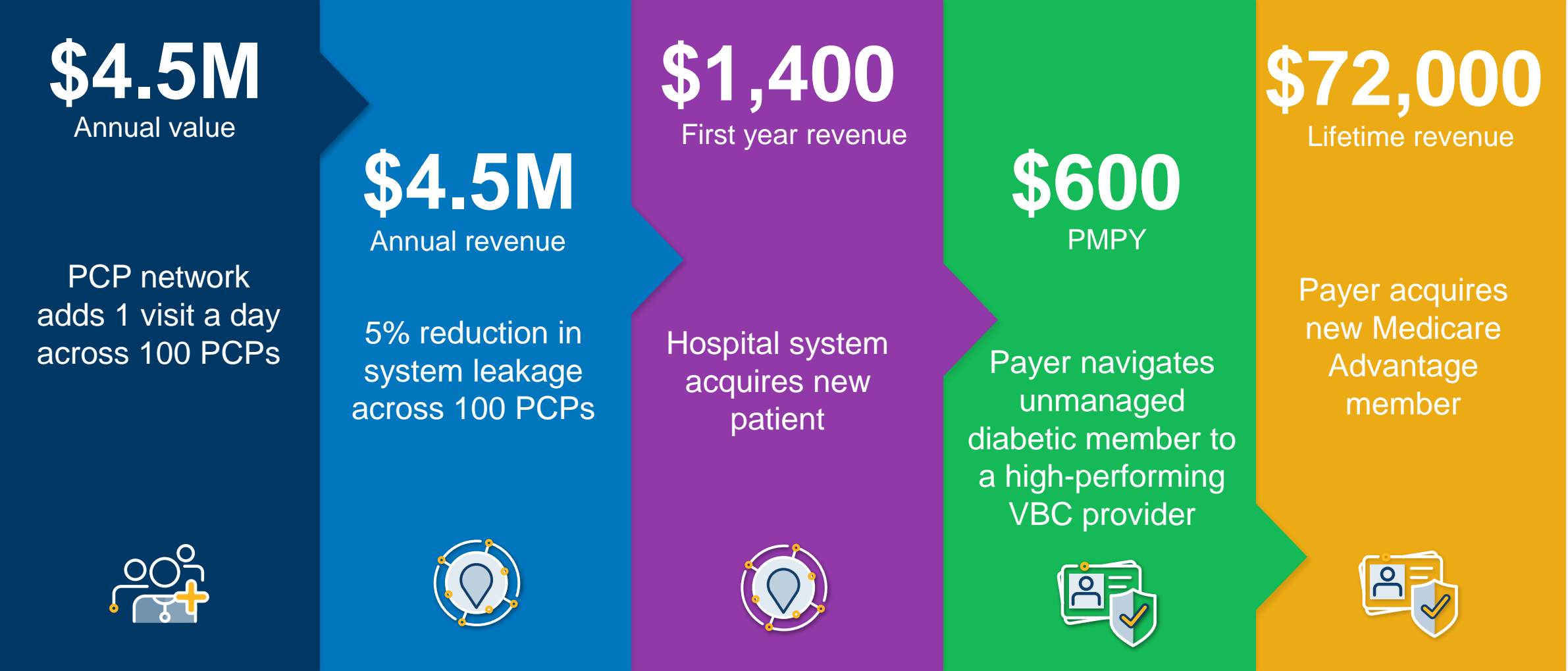
- › Welcome & onboarding
- › Attributed patient navigation
- › Care program enrollment
- › Accurate risk adjustment
- › Quality & care gap closure
- › Medical cost management



OPERATIONAL PERFORMANCE

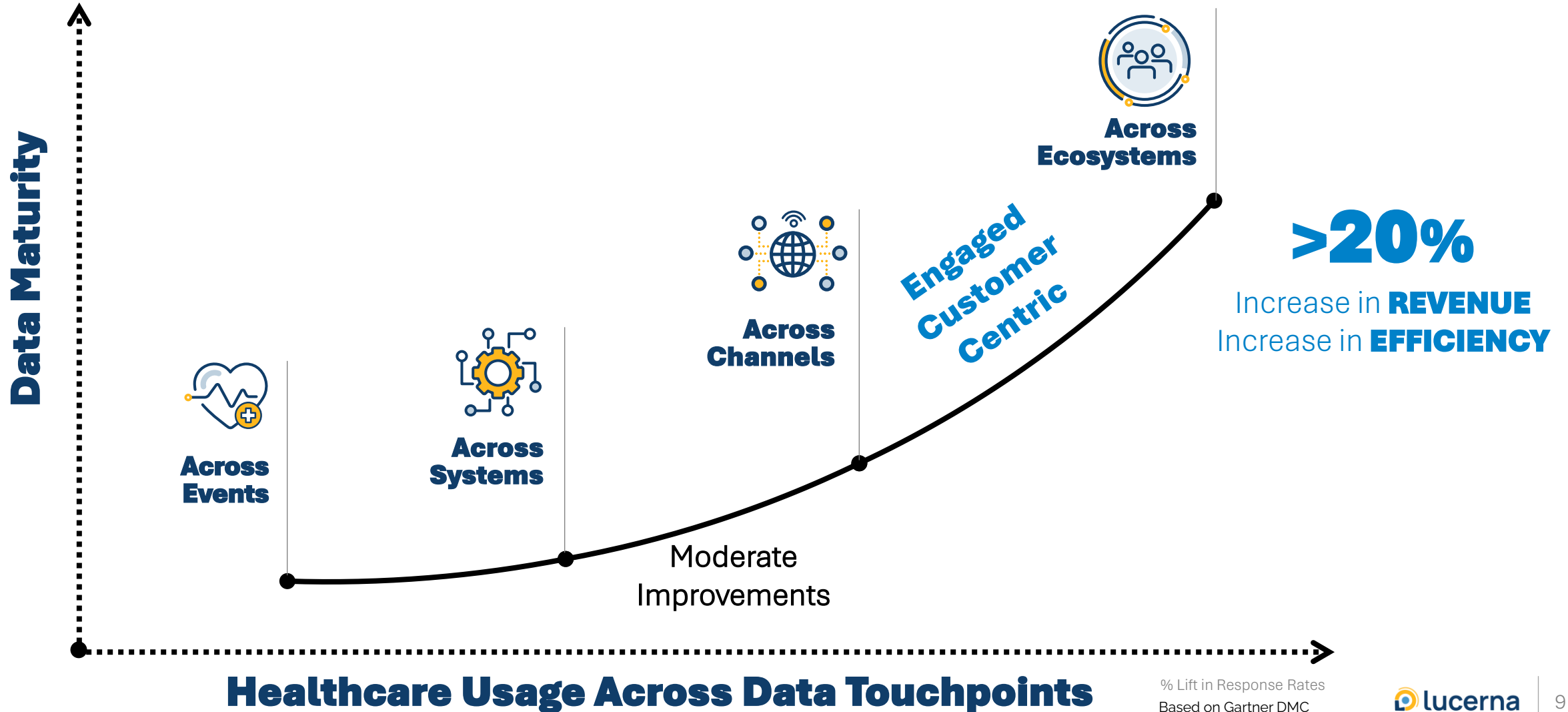
- › Provider panel management
- › NPS & satisfaction surveys
- › Visit adherence (no-show)
- › Self-service channel adoption
- › Patient portal adoption
- › Call center optimization

Engagement Financial Illustration



Next Gen Engagement

Patient Engagement Across Your Ecosystem



Market Requirements

A Comprehensive Approach



- **Know the consumer**
- **Know the healthcare provider**
- **Navigate consumers to the right provider**
- **Engage patients in their care**
- **Engage providers for outcomes**

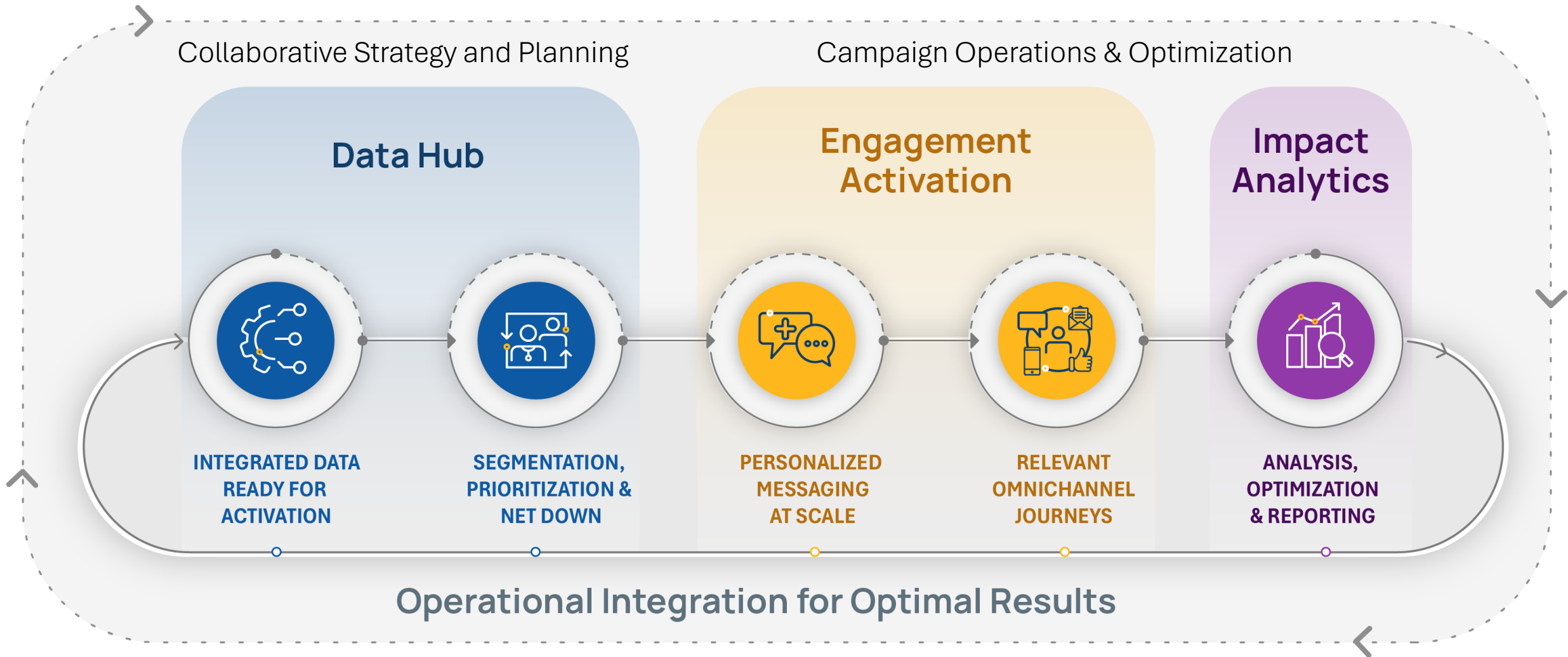
The Solution

Required Capabilities



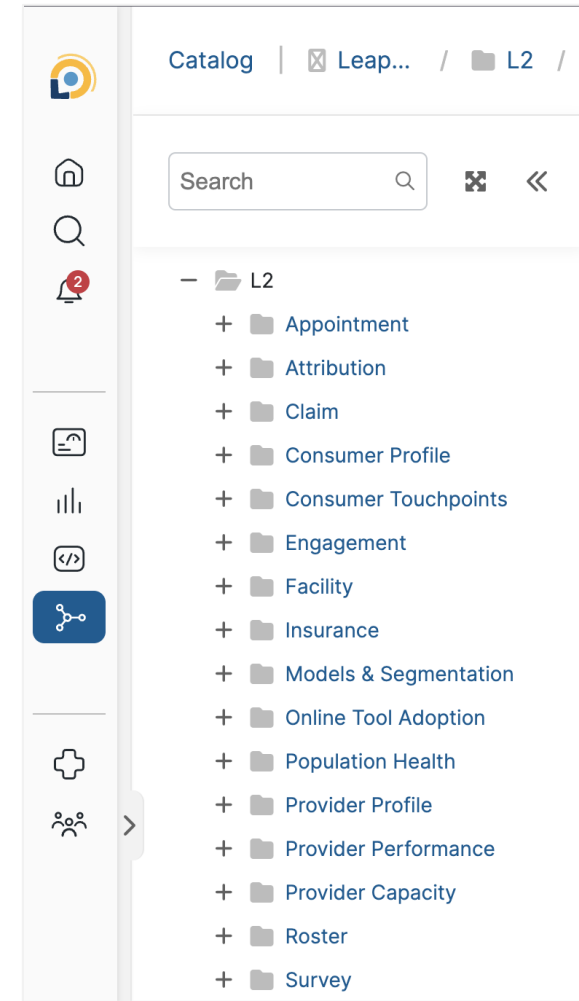
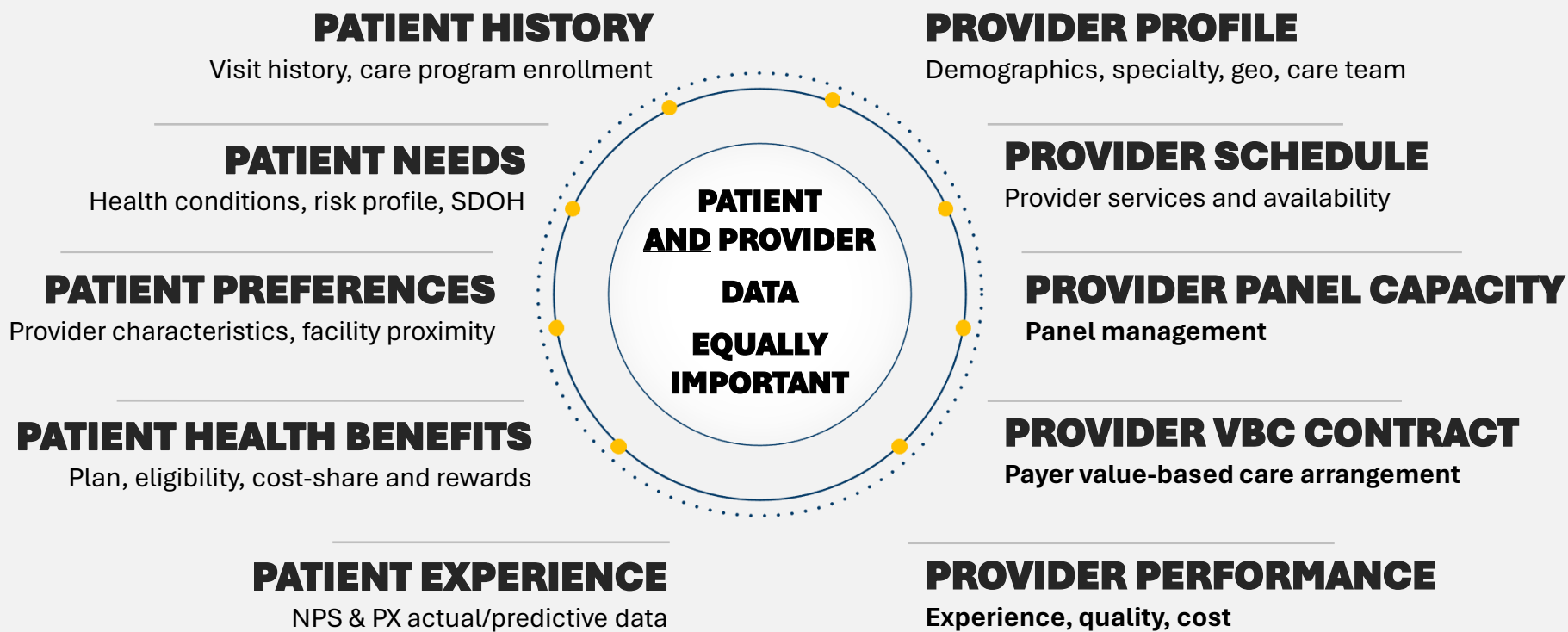
- **Payer, clinical, consumer & operational insight**
- **Payer, provider, data & marketing expertise**
- **Operate a proven campaign catalog**
- **Integrate insight, outreach and operations**
- **Ensure closed-loop performance optimization**

The Formula for Successful Health Engagement



Integrated Data

Ready for Activation



Segmentation & Prioritization

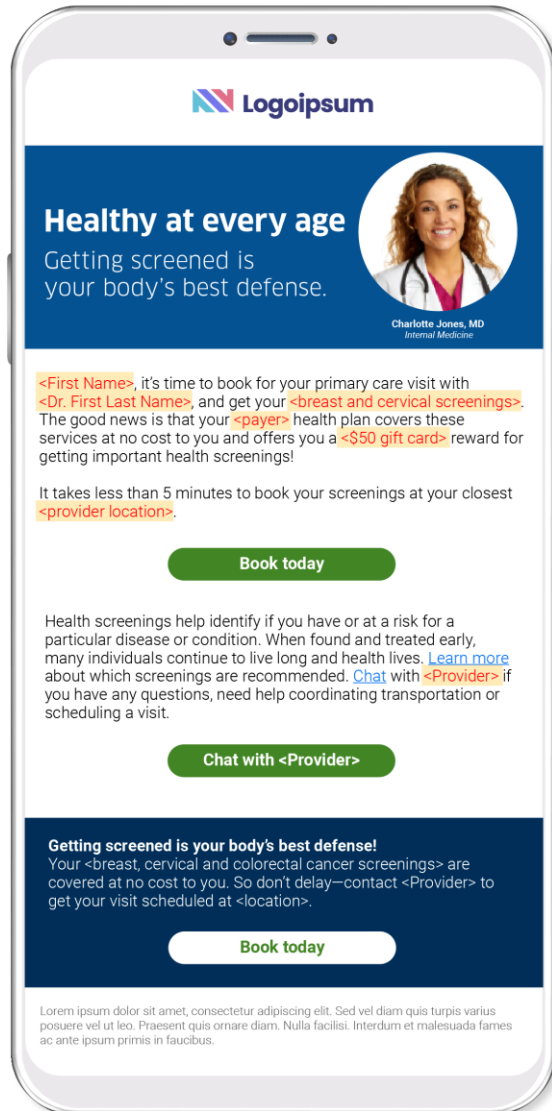
Net Down



- **Speed to value:** Make it easier for marketers to easily create segments without IT.
- **ROI-based planning:** Prioritize patient outreach based on clinical needs, prospective value, and response likelihood — profiling audiences, sizing engagement opportunities, and allocating investments.
- **Segmentation attributes:** identify priority consumers to accelerate value. Attributes such as health status, payer contract, provider capacity, propensity models drive effective segmentation.

Personalized Messaging

Dynamic content at scale



- **Drive Engagement:** Utilize advanced technology and behavioral analytics to personalize communications, leveraging the best provider match, predictive models, triggers based on provider availability, and orchestrating multiple offers based on patient behavior.
- **Enhance Relevance:** Enhance relevance through advanced branding strategies, including co-branding with payers and impactful hero images, leveraging patient visit history and behavioral patterns, and providing detailed information on patients' insurance benefits, costs, and rewards.
- **Maximize Conversion:** Maximize conversion rates by implementing a personalized call-to-action (CTA) channel based on patient preferences and behavior, seamless integration with providers' EMR systems, and conducting rigorous AB testing of creative, content, and CTAs to optimize effectiveness.

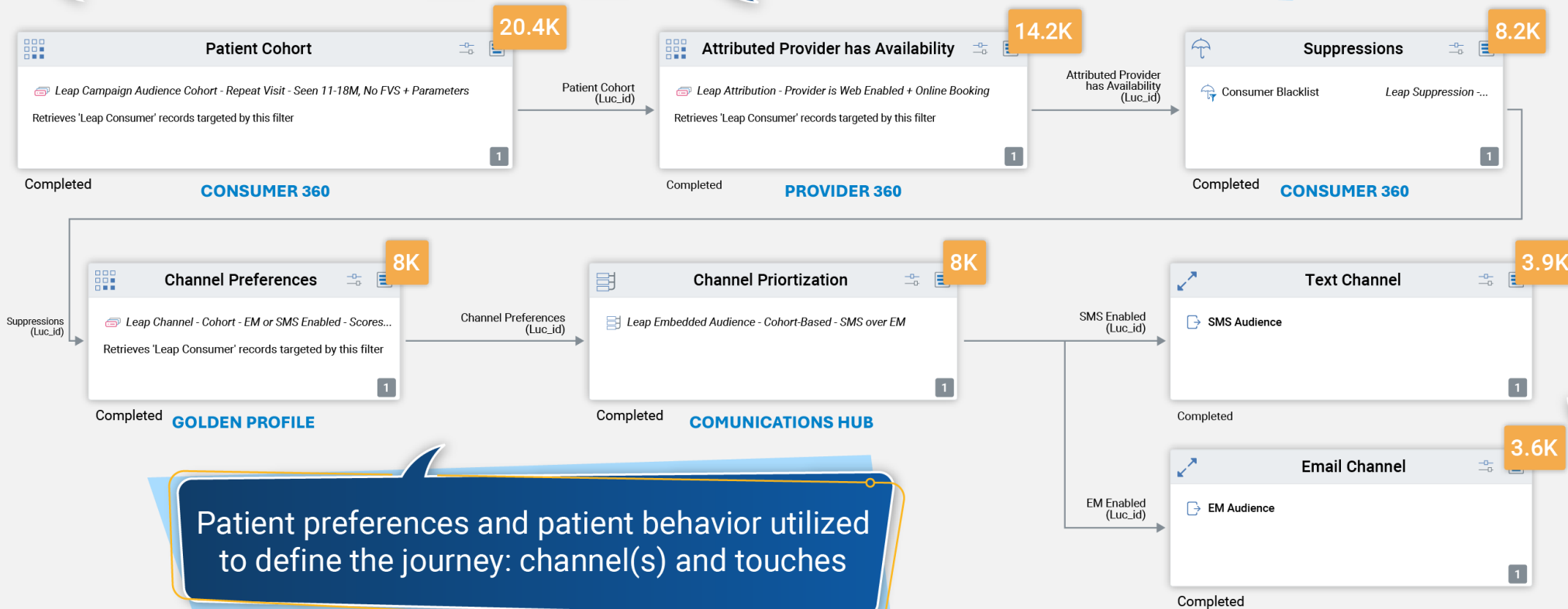
Omnichannel Journeys

Dynamic, Relevant & Timely

Payer, EMR and behavioral data integrated to create meaningful patient cohorts

Personalization & seamless booking experience only triggered when attributed provider has optimal availability

Managing optimal channel deliverability rates



Patient preferences and patient behavior utilized to define the journey: channel(s) and touches

Continuous A/B testing to improve performance

Analysis, Optimization & Reporting



- **Closed-loop performance tracking:** go beyond marketing operational metrics to measure business outcomes and ROI on engagement investments.
- **In-depth analysis:** leverage data and insights to drive your engagement strategy, understand engagement patterns, preferences, and areas for improvement.
- **Optimization:** Understand and optimize for growth, patient experience, clinical goals, and financial performance.

Client Results

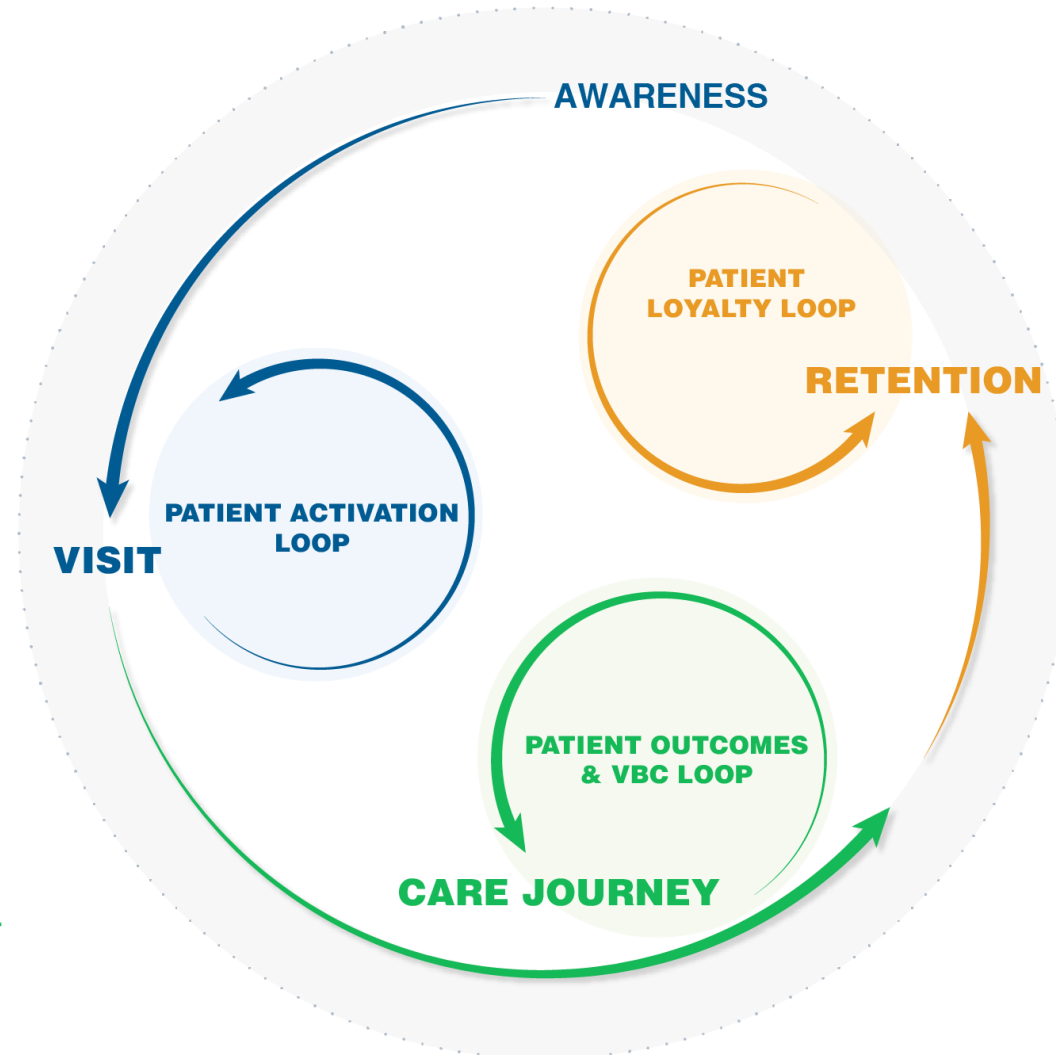
It's not marketing operational metrics

Beginning the patient-provider relationship through first visit and effective welcome and onboarding

Examples: primary care visit, patient portal registration and utilization

Supporting patients in adhering to care plans, while impacting quality, cost, and satisfaction VBC goals

Examples: care plan enrollment, care gap closure, ER frequent flyer migrated to primary care

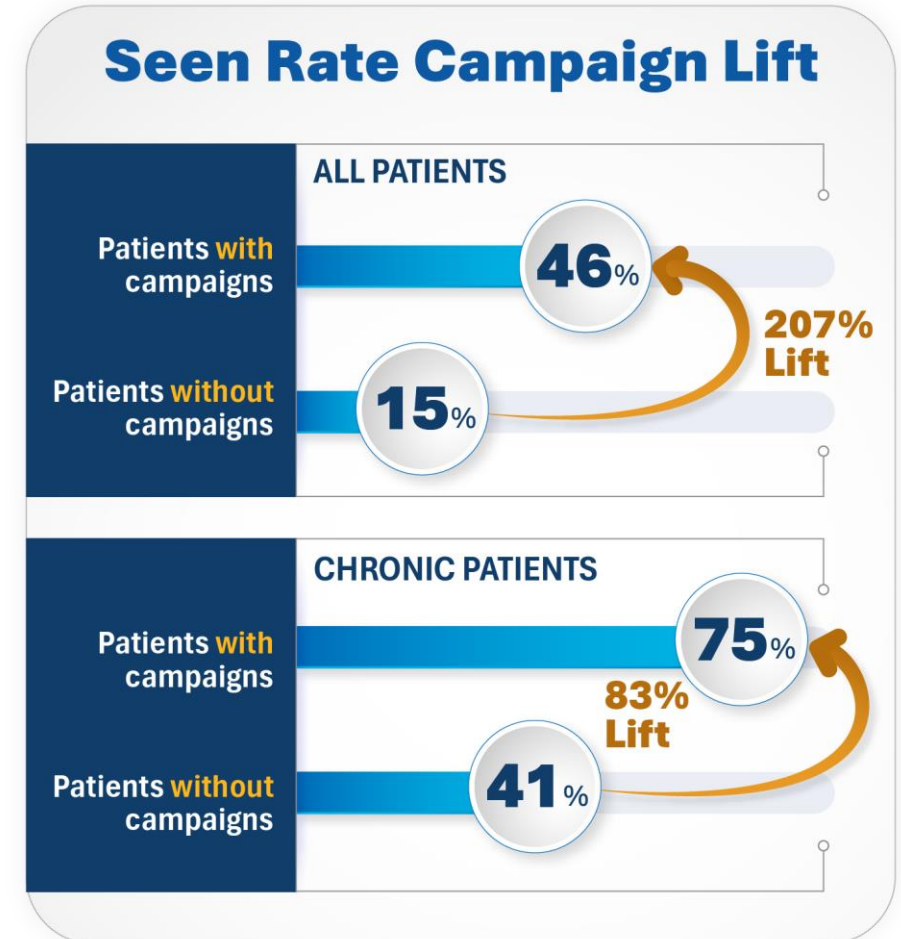
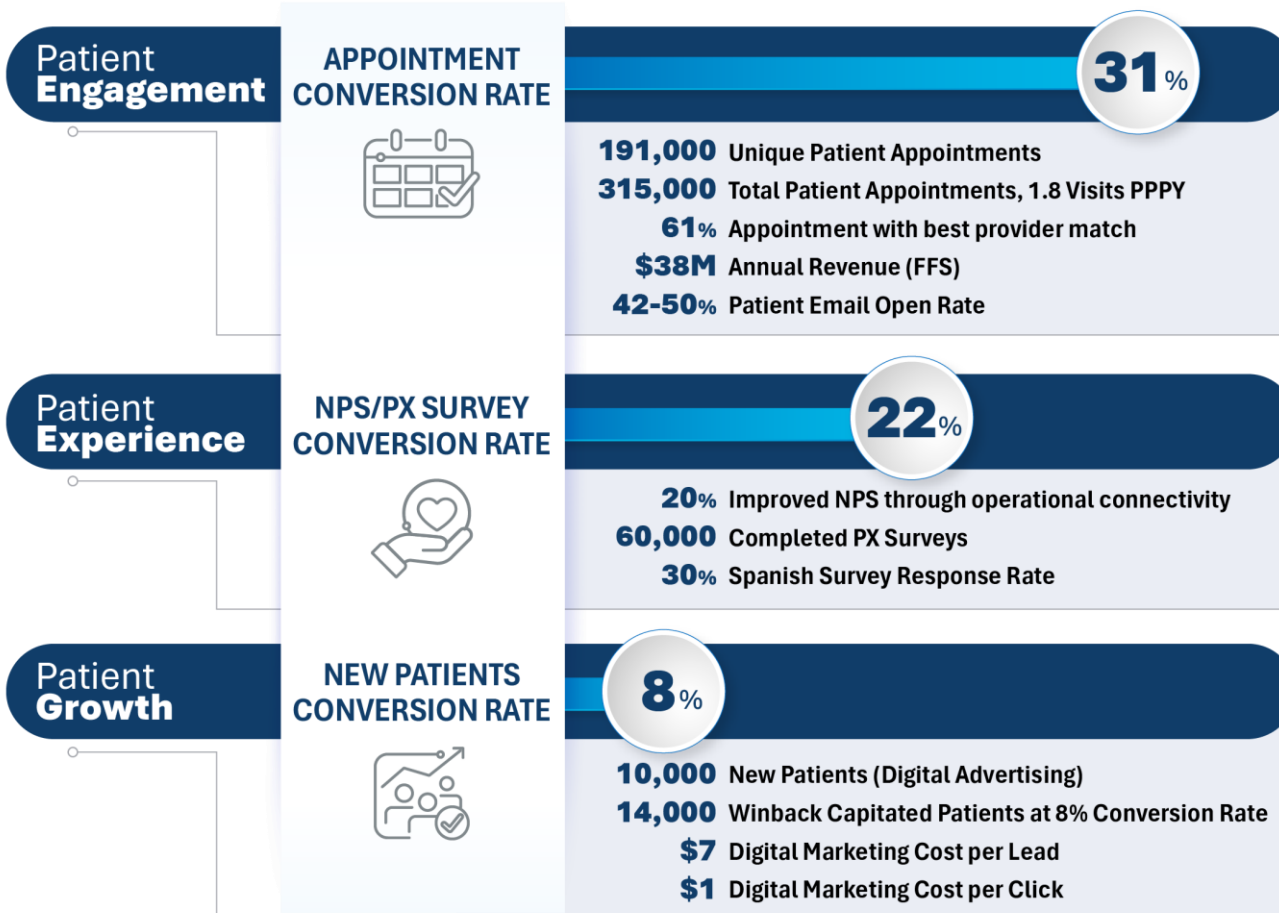


Building a relationship through improved experience while monitoring loyalty metrics

Examples: repeat visit, NPS, ecosystem utilization

Client Results

2023 | Client with 815,000 patients of which 550,000 have contact data



Wrap Up-Keys to Success



ENGAGE ACROSS INTEGRATED ECOSYSTEMS

Even leading companies can't succeed on their own

THINK TRANSFORMATION

Advanced health consumerism is a big changes

DRIVE YOUR EXECUTION JOURNEY

Expert people, process and technology

PURSUE BIG STRATEGIC GOALS

Market leaders drive outcomes through innovation

Stop by our VBCExhibitHall.com Virtual Booth

Lucerna
Health Forward

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SMART ENGAGEMENT AS A SERVICE
START TOUR

Transform data into meaningful action. Acquire, engage, and retain patients or members with our Leap platform and experienced team solution.

RESOURCES

Leap Platform
START TOUR

- Consumer Acquisition
- Consumer Navigation
- Ecosystem Integration
- Patient Engagement
- Provider Engagement
- Provider Performance

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CLICK TO VISIT

RESULTS THAT MATTER

- Growth
- Revenue
- VBC performance
- Operational efficiency

Thank You

Connect with us today to move healthcare forward!



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