

Member/Patient Engagement that Moves the Needle: Strategies that Scale

July 22, 2025

Presented by:



In coordination with:



Educational Webinar Series


Meet The Webinar Presenters



Mark Aspenson
Chief Executive Officer
Avery Telehealth



Renee' Gerrish
Chief Success Officer
Avery Telehealth

A photograph of an older Black man with a full white beard and a flat cap, smiling while talking on a mobile phone. He is wearing a green button-down shirt and is seated on a couch with patterned cushions. The background is a bright, out-of-focus indoor space with plants and a lamp.

**"You made me
feel human
again"**

The Engagement Gap - National Landscape



Digital Access Barriers

- 42M+ Americans lack broadband access
- Disproportionately affects rural and low-income populations



Health Literacy & Cultural Disconnect

- Only 12% of U.S. adults are proficient in health literacy
- Low usage of health portals
- Cultural mismatch in outreach



Non-Engagement & Missed Opps.

- 77% skipped preventive screenings last year
- No-show rates average 23.5%, costing the system \$150B annually

Sources: Aflac Newsroom (2025), Forbes Advisor (2023), HHS Office of the Surgeon General (n.d.), NCES (2003), Peterson-KFF Health System Tracker (n.d.), Tang et al., Journal of Medical Systems (2025)

Why Language Alignment Matters in Engagement

- LEP participants (especially Spanish-speaking) often experience **20-40%** lower engagement in preventive care and chronic disease management.
- Language barriers are linked to missed appointments, lower medication adherence, and delayed screenings.



Standard Engagement Targets



National Benchmarks

Metric	National Benchmark
Engagement of Eligible Members	~35-45% (typical outreach programs)
Completed Engagements	1-2 (avg. in care coordination)
Data Integrity (Bad Contact Info)	~25-35% (varies by population)
Active Decline Rate	~10-15% (depending on modality)

Sources: [Avery Telehealth \(2025\)](#), [Leads at Scale \(2023\)](#), [Operatix \(n.d.\)](#), [Peterson-KFF Health System Tracker \(n.d.\)](#), [Sparkle \(2025\)](#)

Bad Data = Broken Engagement

At every opportunity:

- Verify best phone number
 - SMS vs home, other, etc.
- Verify email address
- Update all data locations
- Emergency contact information



Engagement Tactics

Refine How You Measure Engagement

Total Member Census	10,000	100%	TOTAL
Bad Data/ No Way to Connect	2,500	25%	
Ineligible	150	2%	
Eligible Members to Engage	7,350	74%	
Unable to Reach/ Max Attempts	2,000	27%	
Active Decline	750	10%	
Engaged	4,600	63%	46%

Source: [Avery Telehealth \(2025\)](#)

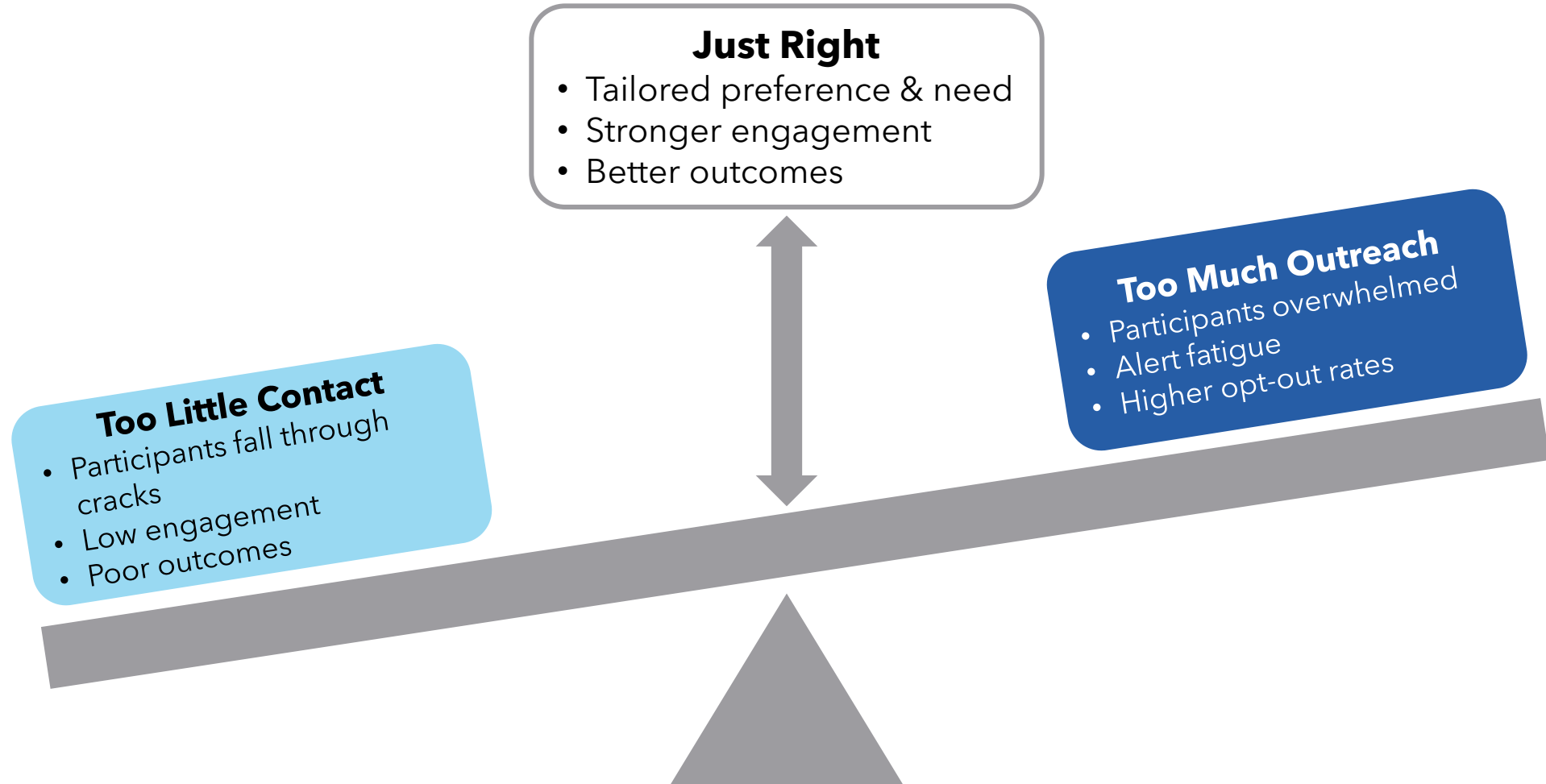
Know Rules of Engagement: Don't Give Up

Engagement Attempts	1	2	3	4	5	6
Engagements Completed - All	8%	55%	20%	8%	5%	4%
Completed with SMS	40%	4%	5%	6%	10%	0%

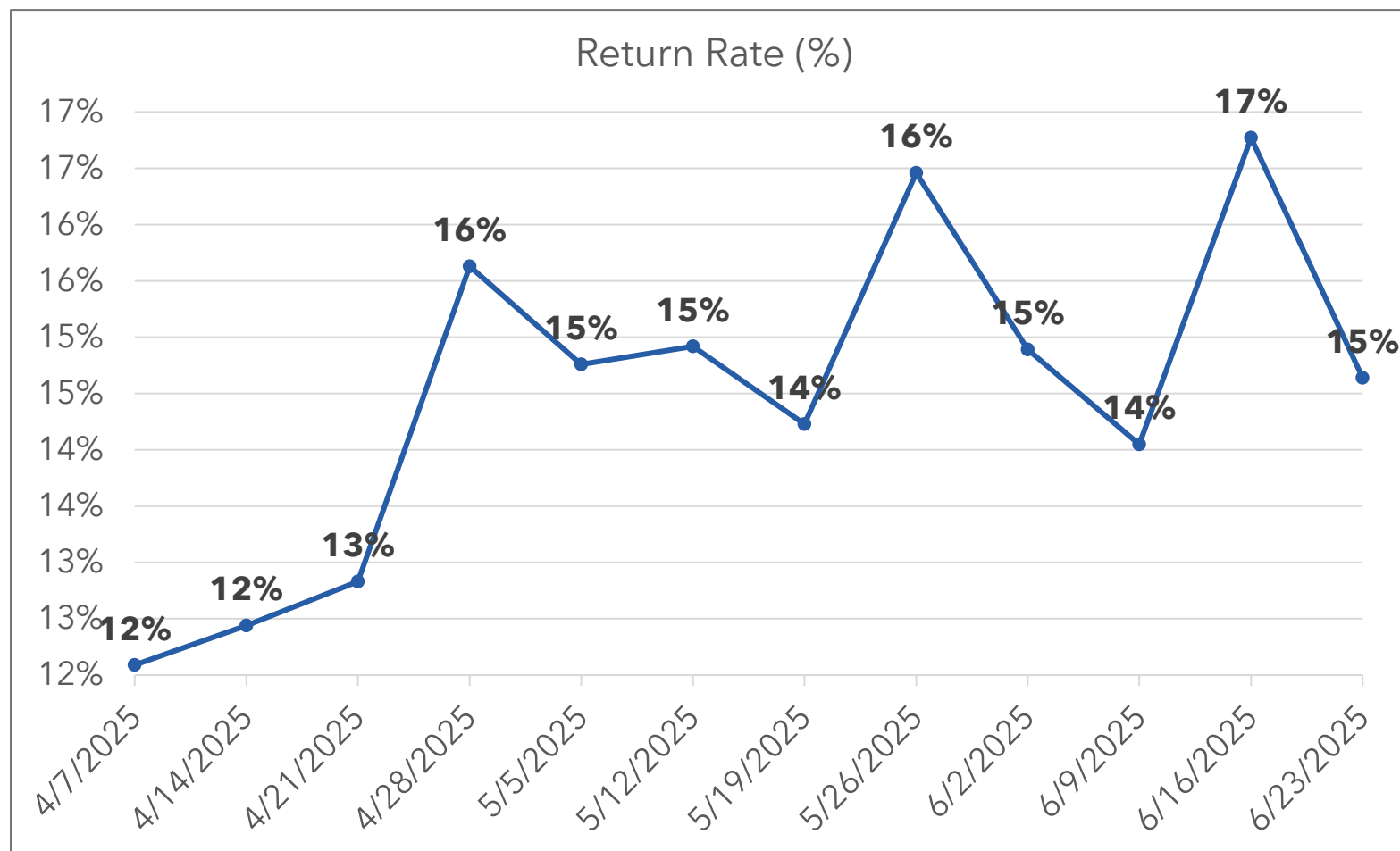
Metric	Total Across All Use Cases	Average Rate (%)
Total Members	8,796	100%
Eligible Members to Engage	5,793	65.90%
Engaged Members	3,186	55.0% of eligible
Avg. Completed Engagements per Engaged Member	—	~3.17 touches

Source: [Avery Telehealth \(2025\)](#)

Understand Preferred Method of Engagement



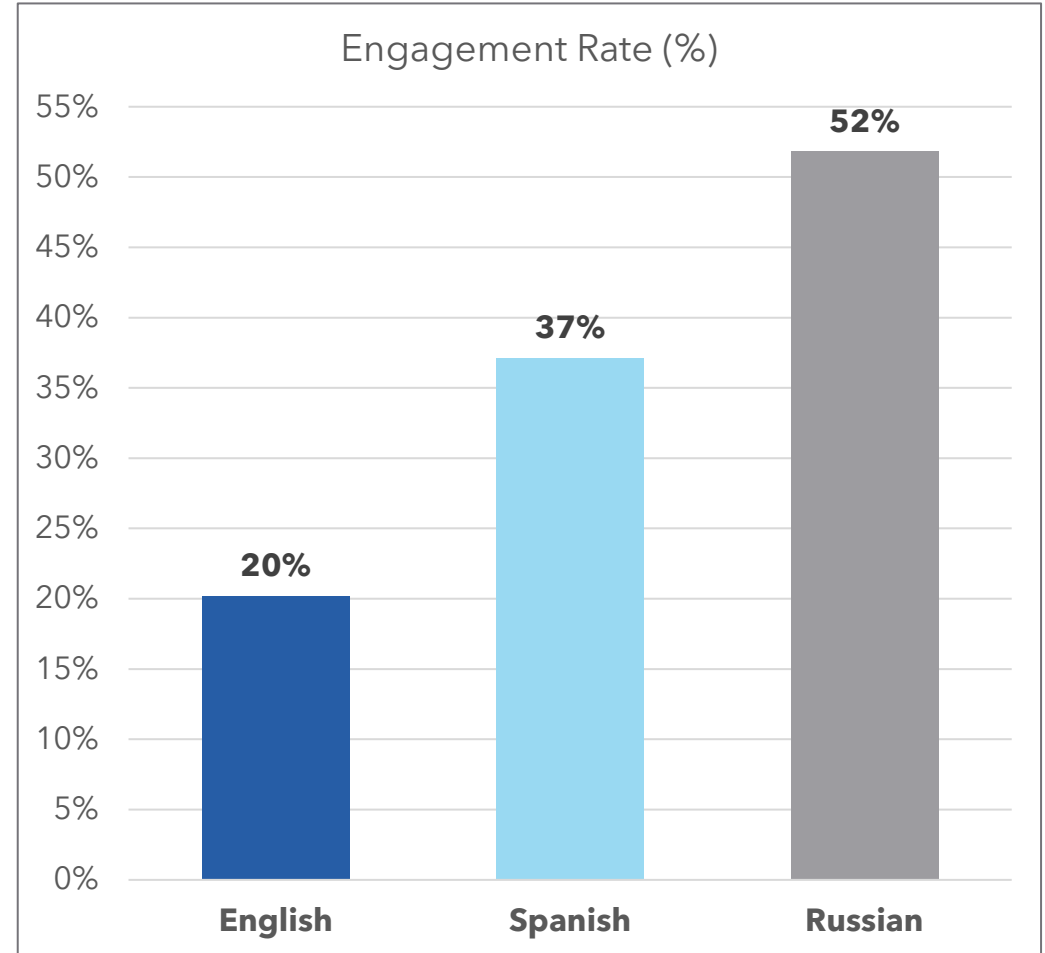
Review Call Return Rates to Maximize Messaging Impact



Source: [Avery Telehealth \(2025\)](#)

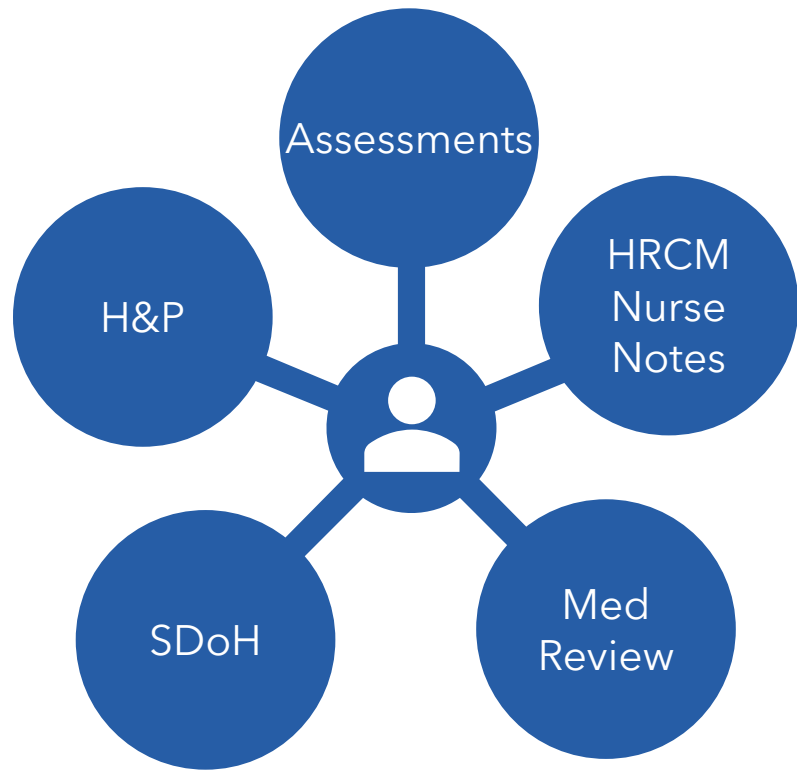
Speak Their Language, Earn Their Response

Language Group	Total participants	Completed Engagements	Engagement Rate (%)
English	8,437	1,703	20.20%
Spanish	1,101	409	37.10%
Russian	83	43	51.80%



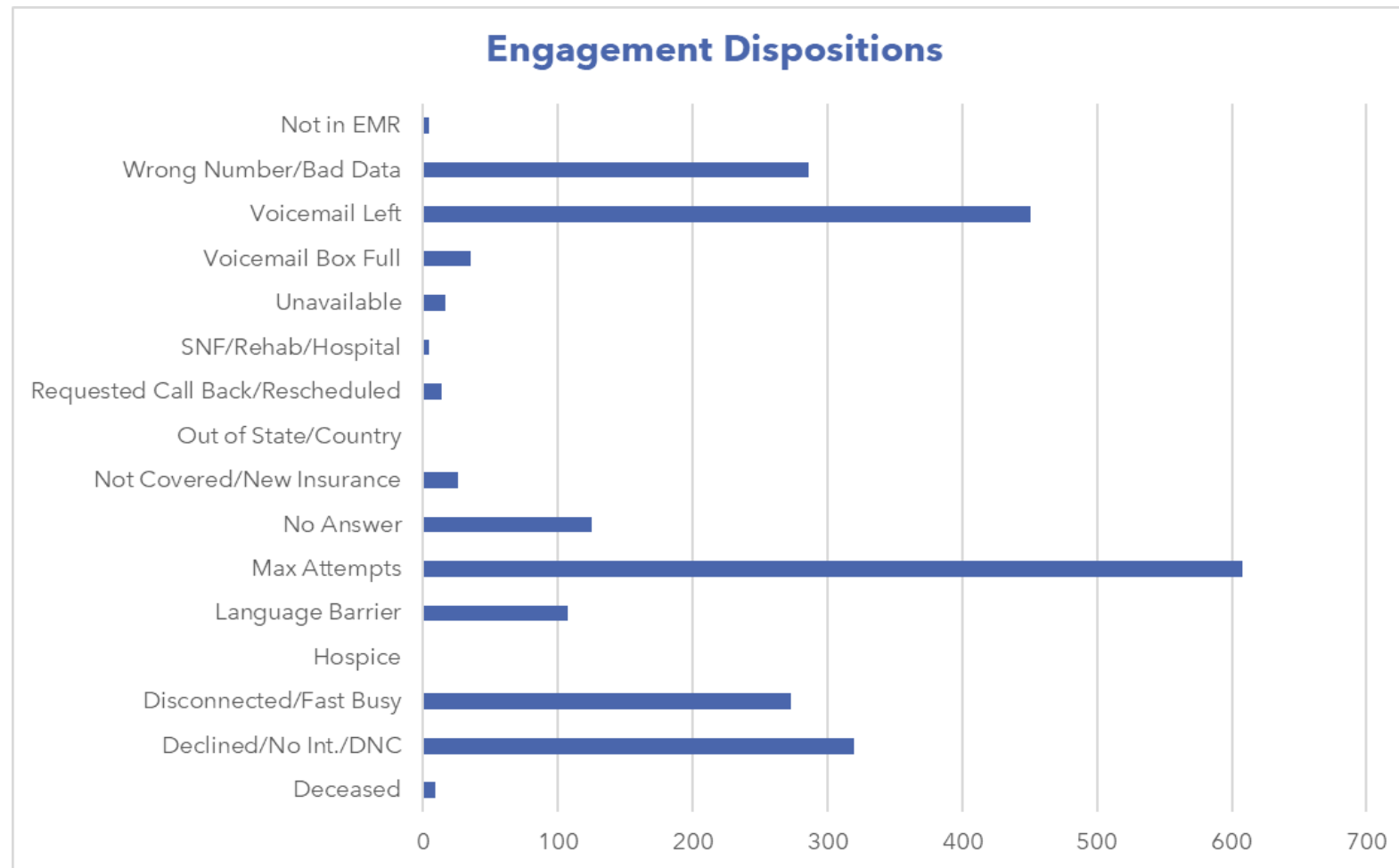
Source: [Avery Telehealth \(2025\)](#)

Know the Participant & Engage From Day 1



1. Start early with personalized outreach
2. Layer multiple engagements over time
3. Encourage repeat engagement
4. Encourage your team to exercise judgment

Uncover Barriers to Engagement & Take Action



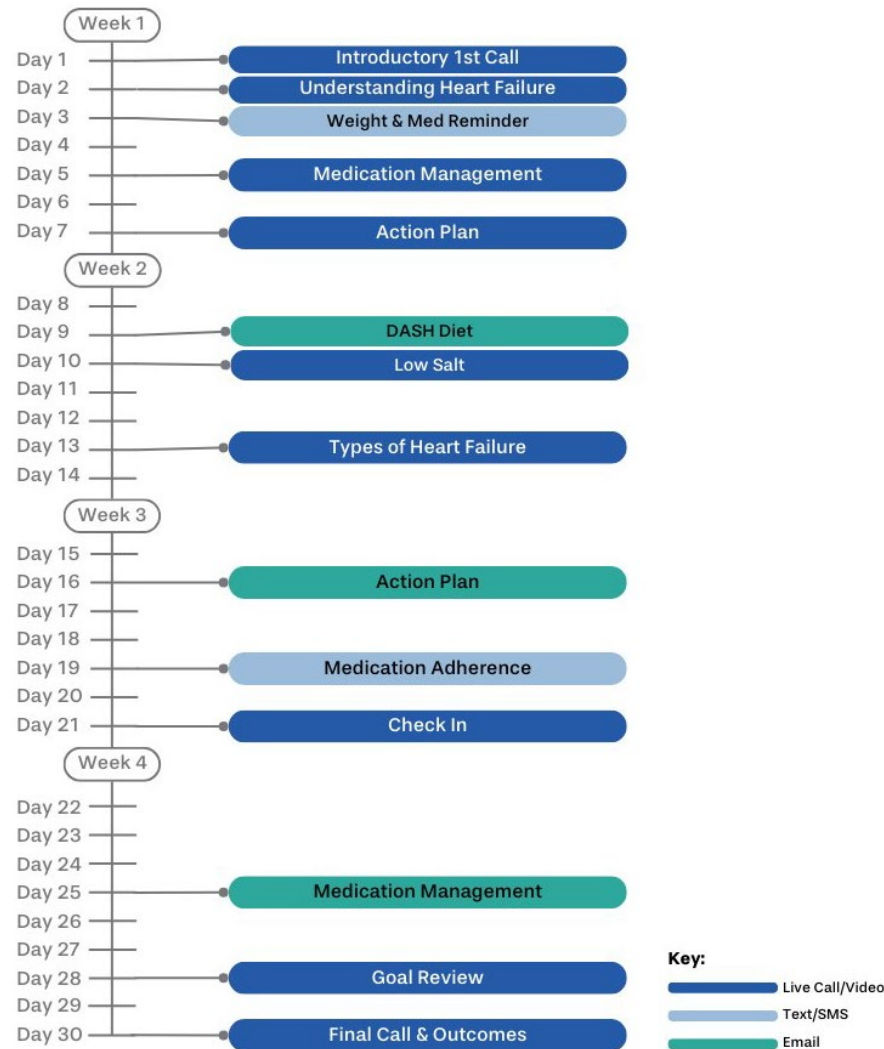
Source: [Avery Telehealth \(2025\)](#)

Avoid Overload by Respecting Engagement Preferences

- Understanding their willingness to engage
 - Preferred method of engagement
 - Frequency
- Understanding the purpose of the call
- Generic, repetitive messaging
 - No personalization
- Are they assigned to a dedicated person or in a queue?



Structure Outreach Intentionally to Drive Results



- Consistent engagement is key.
- 3-month gaps risk losing traction.

Questions & Answers



Stop by Our VBCExhibitHall.com Virtual Booth

REQUEST INFO

Avery Telehealth

Avery Telehealth's tailored digital health solutions optimize patient outcomes and cost efficiency, ensuring superior value-based care.

Guaranteed minimum 30% reduction in readmissions!

RESOURCES

Chris Fickle
(480) 214-9052
cfickle@averytelehealth.com

RAP ROI

Metric/Category	Value
Admits per year	5,556
Readmissions rate	18%
Readmissions per year	1,000
Annual readmission cost	\$15,000,000
Readmission reduction	176
Cost per readmission	\$15,000
Savings	\$2,632,500
RAP Fee	\$1,500,000
Net Savings	\$1,132,500
ROI	76%

86%
Reduction in 30-day readmission rate per member

63%
Reduction in 90-day readmission rate per member

90%
Member Satisfaction

EXIT BOOTH

VBCExhibitHall.com

MAIN LOBBY EXHIBIT HALL EVENTS EXHIBIT WITH US BOARD ROOM LIBRARY CONTACT US

VBCExhibitHall.com

Click to Visit

Thank You for Attending!

Want to learn more about Avery Telehealth?

Contact Us



(480) 214-9052

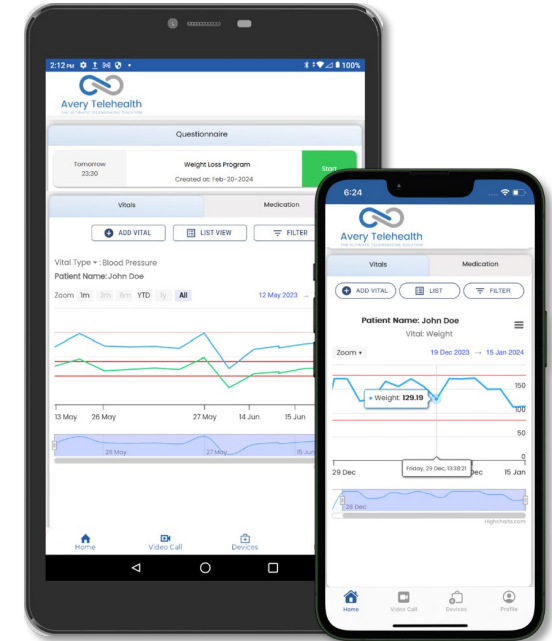


info@averytelehealth.com



AveryTelehealth.com

Download Our App



References

- **Aflac.** (2025, April 23). *9 in 10 Americans have put off health checkups and screenings that could help save their lives* [Press release]. <https://newsroom.aflac.com/2025-04-23-9-in-10-Americans-have-put-off-health-checkups-and-screenings-that-could-help-save-their-lives>CSRwire
- **Avery Telehealth.** (2025). *Proprietary engagement insights based on remote clinical support provided to a U.S. health plan.*
- **Cohen, A.** (2023, July 20). Millions of Americans still don't have access to broadband internet. *Forbes*. <https://www.forbes.com/advisor/personal-finance/millions-lack-broadband-access/>
- **Leads at Scale.** (2023, June 3). *Ultimate guide to inbound vs. outbound SDR metrics.* <https://leadsatscale.com/insights/ultimate-guide-to-inbound-vs-outbound-sdr-metrics/>
- **National Center for Education Statistics.** (n.d.). *The health literacy component of the 2003 National Assessment of Adult Literacy (NAAL).* U.S. Department of Education. <https://nces.ed.gov/NAAL/health.asp>
- **Operatix.** (n.d.). *SDR metrics: What you should track for outbound and inbound teams.* <https://operatix.net/blogs/sdr-metrics-outbound-inbound-teams/>
- **Peterson-KFF Health System Tracker.** (n.d.). *HealthSystemTracker.org.* <https://www.healthsystemtracker.org/>
- **Sparkle.** (2025, June 11). *SDR metrics: What to track and how to improve.* <https://sparkle.io/blog/sdr-metrics/>
- **Tang, R., Smith, J., & Chen, L.** (2025). AI-enabled remote health monitoring systems for underserved communities: Bridging the care gap. *Journal of Medical Systems*, 49(3), Article 2143. <https://doi.org/10.1007/s10916-025-02143-w>
- **U.S. Department of Health and Human Services.** (n.d.). *Reports and publications on health literacy.* Office of the Surgeon General. <https://www.hhs.gov/surgeongeneral/reports-and-publications/health-literacy/index.html>