



VI Engage drove a 17% increase in Medicare reimbursement

National healthcare organization saw increases in attendance and retention for Medicare members

CHALLENGE



This national health organization helps their Medicare members to live healthy lives through a suite of digital health solutions to Medicare members. In order to receive Medicare reimbursement, members must participate in digital fitness sessions, physical location fitness sessions, or pay per visit sessions. Though 1.8 million Medicare members were eligible to participate in the health programs, only 61.7K were actively engaged.

OPPORTUNITY



This national health organization was seeking solutions to increase member usage of their digital services but struggled to engage and retain members.

By using VI Engage, they were able to shift from static, time-based communications to dynamic, predictive, and personalized communications, identifying potential usage decline and member disengagement in advance.

SOLUTION



To drive the results this healthcare organization needed to see, VI Engage's AI-centric technology was able to provide advance warnings of usage decline weeks and months before it occurred. The insights were also able to be leveraged by the health organization's marketing teams, who configured digital and human interventions across communication channels, optimized and refined within a Machine Learning framework.

These interventions were triggered through the client's pre-existing communication tools.

RESULTS

The utilization of VI Engage improved participation in the digital fitness program, as well as in person fitness sessions, **resulting in significantly improved Medicare reimbursement revenue.**

22%

Increase In
Virtual Attendance

17%

Increase In Medicare
Reimbursement

13%

Increase In
Member Retention

"VI was a game changer to sit between our data and existing human and digital outbound communication channels to allow us to be proactive vs. reactive with our members and quickly optimize the best intervention strategies to trigger via existing channels. The resulting increase in engagement drives significant revenue for our company through Medicare reimbursement."

— VP, Operations