SOLUTION BRIEF

# Leverage AI Now to Enhance Member Engagement & Experience

## Transforming business operations quickly and safely with AI-informed Consulting Services from Engagys.

Artificial intelligence (AI) has emerged as a powerful tool to revolutionize healthcare consumer engagement. However, implementing AI solutions can be challenging for health plans. The risks associated with AI-based decision-making are significant. Understanding the complexities and potential applications of AI is daunting. And the pace of change of AI technology capabilities is faster than that of any previous technology advance.

However, the potential to achieve dramatic improvements in cost structure, to drive step-function increases in member relationship management effectiveness, and to leapfrog competition with game-changing approaches is directly in front of us. Engagys is prepared to support clients who choose to navigate the complexity and the risks in order to transform their businesses.

Our team has developed and deployed Retrieval Augmented Generation (RAG) tools, trained agent assist tools for the call center, evaluated AI vendors, performed AI technology gap analyses, and established AI-enabled views of the future for member engagement. Since we are narrowly focused on healthcare consumer engagement, our focus is to leverage AI such that we generate cost savings, enhance member engagement & experience, and drive member behavior change.
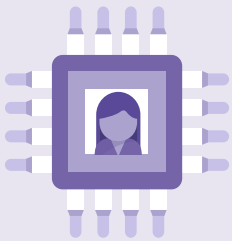
**To avoid costly mistakes as vendors iron out the wrinkles of GenAI, maintain a "human in the loop" while driving financial returns in the short term.**

## AI Use Cases for Member Engagement – Immediate Impact

Based on currently available technologies, and in context of health plan business risk tolerance, we see the following areas of focus making significant financial impact in the immediate future:

| Business Area | AI Capabilities | Value | Deployment Approach |
|---|---|---|---|
| **Contact Center** | Leverage GenAI to transcribe conversation, summarize information, and capture action steps. | Improve efficiency of contact center operations by reducing post processing time. | Leverage off the shelf software – this is a low-risk use case, and various vendors offer this capability in different forms. |
| **Contact Center** | Leverage GenAI and rules-based AI to observe agent/member interactions and recommend scripting. | Improve agent effectiveness and efficiency – better first call resolution for inbound and better success rate for outbound. | Leverage combination of off-the-shelf software with custom data integration and configuration efforts – this is a low to medium-risk use case, and various vendors offer this capability in various forms. |
| **Member Portal** | Leverage rules based* NLP chat bot to handle high volume member services inquiries that can be handled without escalation. | Reduce total inbound calls to contact center. | Leverage combination of off-the-shelf software with custom data integration and configuration efforts – this is a low to medium-risk use case, and various vendors offer this capability in various forms. |
| **Outbound one to many digital communications** | Leverage rules based* NLP to automate two-way communications in text and/or email. | Improved effectiveness of digital communications due to enablement of automated two-way asynchronous communications. | Leverage off-the-shelf software, third party service vendors, and/or custom configuration work - this is a low to medium-risk use case, and various vendors offer this capability in various forms. |
| **Outbound one to many digital communications** | Leverage RAG tools to enhance GenAI capabilities and semi-automate content development. | Reduced cost of content development and Improved effectiveness of communications due to use of best practices. | Leverage existing RAG frameworks and consulting support this is a low-risk use case. |

*Rules based AI approaches can dramatically reduce error rates commonly experienced with GenAI technologies.

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## AI Use Cases for Member Engagement – Strategic Impact

AI innovation is moving at lightning speed, and the most aggressive health plans have an opportunity to disrupt the market with breakthrough member centricity approaches. Driving market-changing innovations takes effort, structure, and time. Those who succeed in moving quickly have the potential to achieve returns previously not contemplated. The following areas of focus require attention in the short term in order to achieve long-term disruption:

| Business Area | AI Concept | Strategic Impact | Initial Steps |
|---|---|---|---|
| **Member Experience** | Determine the member interaction model of the future as enabled by AI. | Leapfrog competition by establishing member loyalty and/or achieving dramatic improvements in cost structure. | Align vision of the future member experience with corporate strategy and emerging AI capabilities. |
| **Member Data Architecture** | Organize member data and content to enable breakthrough AI training and usage. | Accelerate adoption of AI technologies and drive reductions in cost structure and drive profitable growth. | Identify high priority member data and embrace off the shelf Customer Data Platform alternatives. |

## Engagys' AI Consulting Solutions

With decades of expertise and a proven approach to healthcare consumer engagement, Engagys offers a transformative approach to implementing AI strategies tailored for health plans.

**AI Strategy Advisory:** We partner with you to pinpoint the most impactful AI use cases for your member engagement related opportunities, ensuring alignment with your organizational goals and maximizing financial impact.

**AI Vendor Assessments:** Navigating the dynamic AI vendor landscape can be daunting. Engagys conducts comprehensive assessments to cut through the noise and identify which vendors are best suited for delivering tailored solutions that meet your specific needs.

**Technology Implementation and Rollout:** From initial deployment to ongoing support, Engagys collaborates closely with your organization and AI vendors to streamline implementation processes, ensuring smooth integration and accelerated results.

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## Meet our AI Consulting Experts







**Joel Radford**, Co-Founder and Managing Partner of Engagys, is a seasoned senior executive with over 20 years of experience at the intersection of healthcare and technology. He is widely respected for his strategic acumen, leadership in driving healthcare consumer engagement, and transformative initiatives in corporate strategy, M&A, and healthcare operations. Joel's career highlights include leading teams, designing innovative campaigns, and collaborating with diverse clients, from Fortune 100 corporations to small-cap companies, to tackle complex challenges in healthcare management and technology integration.

**Nazish Riaz**, Partner at Engagys, has more than 10 years of experience working in healthcare and technology industries. She has partnered with clients to discover and implement innovative solutions to critical business issues. Her healthcare experience includes engagements at payer and PBM clients that focus on consumer engagement design, technology integration, and process improvement. Nazish has a unique capability to identify and understand business challenges, drilling deep into technology to map out actionable strategies to drive improvements. She is recognized for her ability to establish strong working partnerships across all levels of an organization.

**Joseph Mastrangelo**, Senior Manager at Engagys, brings over 15 years of expertise at the intersection of healthcare and technology, where he excels in driving complex projects and fostering client success through strategic solutions. His leadership spans roles in systems analysis, administration, and product management, marked by a commitment to innovation and excellence in Agile methodologies and Salesforce administration.

## Ready to get started? Contact us today to transform your AI approach.

### About Engagys

Engagys is the leading healthcare consumer engagement consulting and research firm. With decades of experience in healthcare and having deployed hundreds of marketing and engagement projects, Engagys has driven significant value in revenue generation, consumer behavior change and more.

Learn more about Engagys

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