

SOLUTION BRIEF

Elevate Member Engagement with Engagys' AI-Powered LLM Tool



Imagine having an engagement expert at your fingertips. With Engagys' AI solution, Engagys' LLM tool, health plans can now drive efficiency in content creation while ensuring the optimal content for the behavior change you are trying to drive.



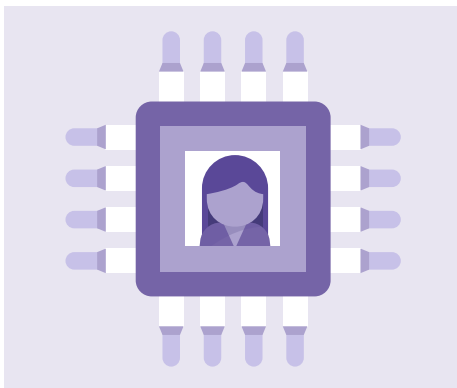
This advanced solution leverages engagement best practices and proven behavioral science techniques to accelerate the development of behavior-changing copy using simple prompts, and offers an estimated 50% or more savings in labor costs.

With the Engagys' LLM tool, it's like having an engagement consultant in your back pocket—enabling your team to produce personalized, effective messaging in seconds, significantly reducing the time and money spent on content creation.

What is Engagys' LLM tool?

Engagys' LLM tool is a Retrieval Augmented Generation (RAG) tool that works as a plug-in to available LLMs – adding decades of practical healthcare consumer engagement experience to otherwise vanilla content. Engagys' LLM tool incorporates healthcare-specific engagement strategies and behavioral science techniques to craft personalized, impactful messages.

The challenge with using available LLM's, such as ChatGPT, is that content is non-verticalized. This skews output to leverage best practices learned outside healthcare. This approach is not only ineffective, but is also likely to create a poor member experience. For example, loss aversion is one of the most popular tactics outside of healthcare to drive behavior change. However, using loss aversion to create fear in healthcare is usually counterproductive.



Why Engagys' LLM tool?

The tool allows users to input specific intervention goals, target population, health literacy level, and more, ensuring that the generated content is always relevant and tailored. **This improves member behavior change results while also reducing cost of generating the intervention by 50% or more.**

Engagys' LLM tool users craft first draft messaging and layout suggestions in seconds that are ready for review and editing by a “human in the loop” to eliminate concerns about improper AI-driven content generation.

Key Benefits



Increase Efficiency

- Accelerate your content creation process, reducing effort and costs to create each intervention.



Improve Engagement

- Achieve real improvements in member behavior change.



Easily Address Compliance and Risk Objectives

- Operate in a “human-in-the-loop” process to address concerns related to AI anomalies.
- Maintain appropriate literacy levels.



Stay Competitive

- Expose personnel to the power of cutting-edge AI technology to stay ahead of the competition.

Proven Results

Engagys techniques incorporated in Engagys' LLM tool have driven financial results across populations including:



Medical cost savings



Operational cost savings

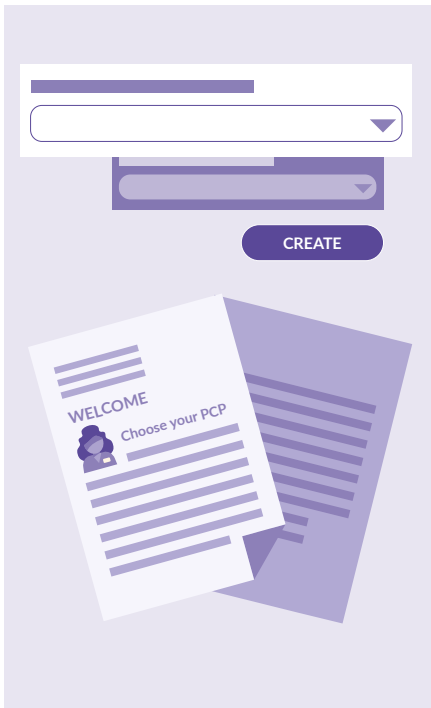


Increased revenue through acquisition and retention



Enhanced loyalty and member experience

How it Works

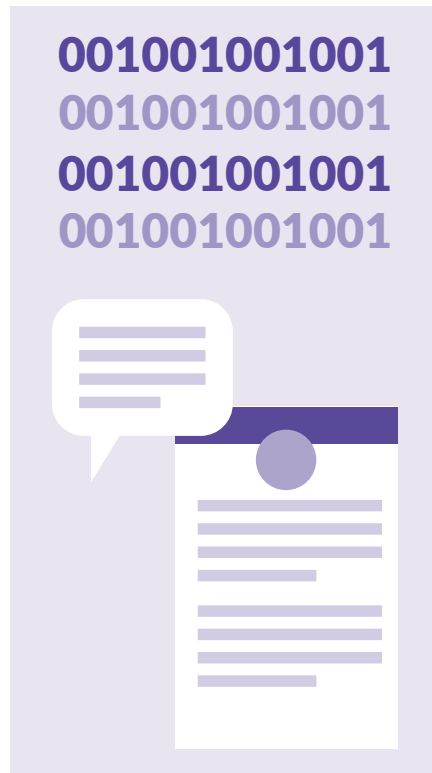


Step 1:

User inputs a prompt with the desired use case and messaging specifications (Example "Draft a member welcome letter for a Medicare population to encourage them to select a PCP.")

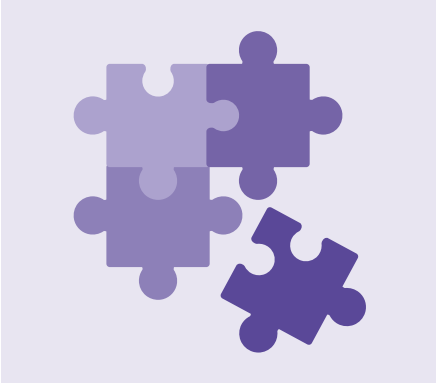
Step 2:

Fueled by the power of artificial intelligence, Engagys' LLM tool utilizes advanced algorithms to craft a tailored message in seconds.



Step 3:

Emphasizing the "human-in-the-loop" model, users review all outputs to further refine and optimize the content with a human-touch.



Seamless Integration and Human-Centric Design

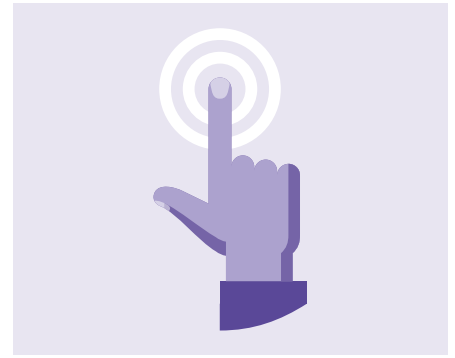
We understand the concerns around AI governance and compliance. That's why our AI tool has been rigorously tested and designed by a team with decades of experience deploying engagement solutions for health plan members.

While the solution is AI-powered, it's designed to complement your team, not replace them. By incorporating a human-in-the-loop approach, we ensure that your content team can work smarter and faster - not harder - enhancing their productivity and creativity.

Transform Member Engagement with Engagys' LLM Tool

Discover how Engagys' LLM tool can elevate your member engagement strategies with ease and efficiency. Our tool is crafted to enhance productivity, improve member satisfaction, and reduce costs, all while smoothly integrating with your existing communications processes.

Interested in learning more? [Contact us today to explore how Engagys' LLM tool can support your team's efforts in creating impactful, personalized content.](#)



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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