



Member Engagement Trailblazers

April 2024: Complimentary Abstract / Table of Contents

Market Report
Payer and Provider Information Technology



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Introduction

Effective member engagement is paramount in the healthcare landscape, as it directly influences care coordination, proactive health management, and member outcomes. Recognizing its significance, health plans have made concerted efforts to enhance member experiences, aiming to transform interactions from mere transactions into enduring engagements. Despite substantial investments in telehealth, mobility, and digital self-service tools, health plans continue to grapple with challenges in achieving widespread adoption and maximizing returns on digital investments.

One of the primary obstacles to adoption is the discrepancy between members' needs and the functionality of available digital tools, leading to lower satisfaction levels. Persistent barriers, such as demographic disparities, economic conditions, and varying technology awareness, continue to impede digital adoption. However, recent trends reveal a significant surge in members' utilization of digital channels for diverse interactions with health plans, spanning from plan selection to claims management. This shift towards digital engagement has not only doubled traditional interaction modes across various demographics and coverage types but has also shown substantial growth in the post-COVID era.

Member engagement technology is pivotal in facilitating efficient interactions between payers and members, enabling data

collection and analysis, multi-channel communication, and self-service capabilities. Despite the rising adoption of digital tools and increasing interaction volumes, member interactions with health plans remain predominantly transactional, indicating a significant area for improvement. Members increasingly expect health plans to play a more proactive role in their overall health and well-being. The need for tools that provide transparency, cost estimates, and wellness information, particularly regarding out-of-pocket expenses, is a critical priority for members and health plans. There has been a growing interest by members in utilizing health plan-provided apps to manage their wellness goals. These evolving expectations present health plans with opportunities to further enhance member engagement and drive meaningful improvements in healthcare delivery.

In this research, we present an assessment of start-ups that offer dedicated services, software, and solutions focused mainly on the member engagement market, primarily focusing on their core capabilities and market impact. We present an assessment and detailed profiles of trailblazers in the member engagement industry.

The assessment is based on secondary research and analysis. It is based on Everest Group's ongoing tracking of exponential technology companies including start-ups.

Scope of this report

Geography: Global (focusing on the US)

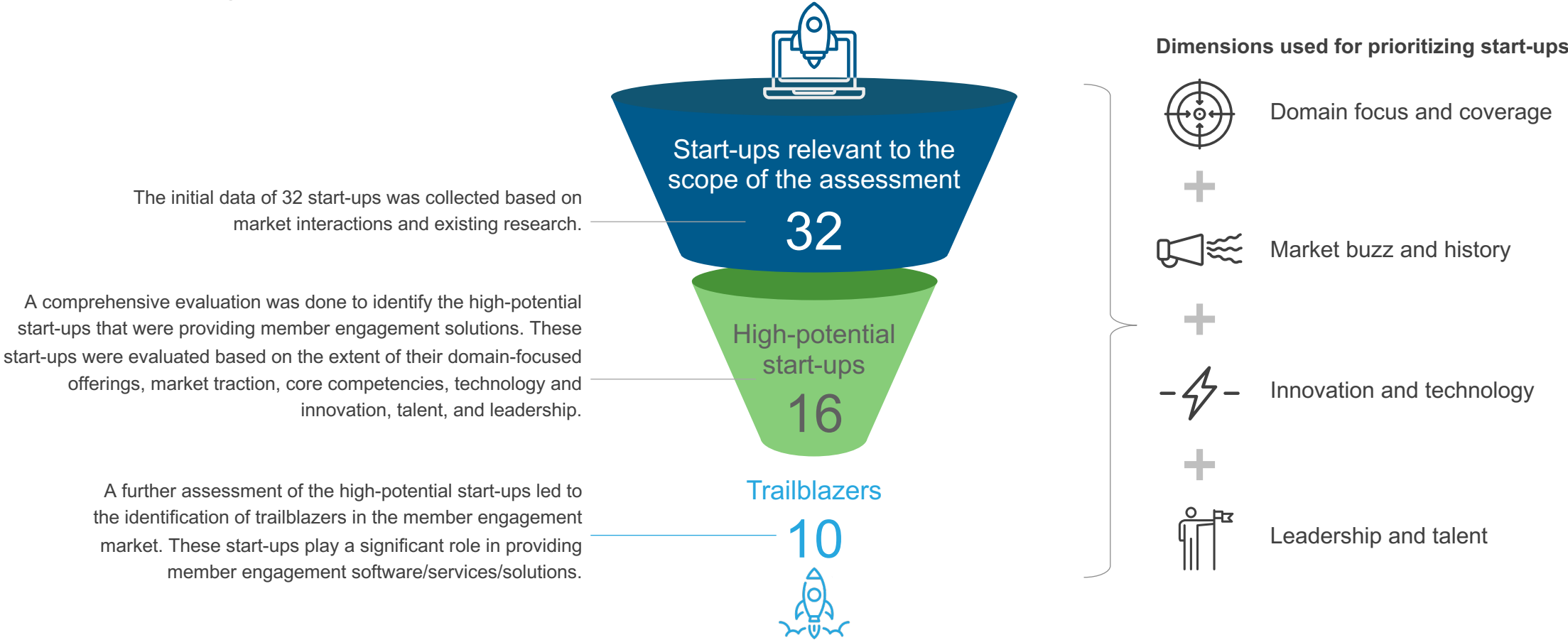
Industry: Healthcare

Services: Member engagement

Use cases: Ten leading start-ups in the member engagement industry

Everest Group analyzed 32 start-ups on key dimensions to shortlist the top 10 trailblazers in the member engagement market

Approach for prioritizing start-ups



This study offers distinct chapters providing a deep dive into key aspects of member engagement market; below are four charts to illustrate the depth of the report

Everest Group’s view of the member engagement solutions

Digital touchpoints

Shopping for plan, enrollment and renewal, selecting a provider, care management, wellness and preventative health, managing finances, and customer service

Member experience platform modules	Sales and marketing	Multi-channel engagement	Sales process automation	Personalized marketing	Lead management
	Services management	Recommendation assistance	Provider relationship management	Contact center optimization	Grievance redressal
	Care management	Population health management	Whole-person care	Remote patient monitoring	

Everest Group’s evaluation criteria

Domain focus and coverage

Does the start-up have significant experience in serving the member engagement market, and is it a member engagement dedicated firm?

Market buzz and history

- How is the investor confidence?
- What is the start-up’s client mix? Does it have a diverse mix of clients in the healthcare payer industry?

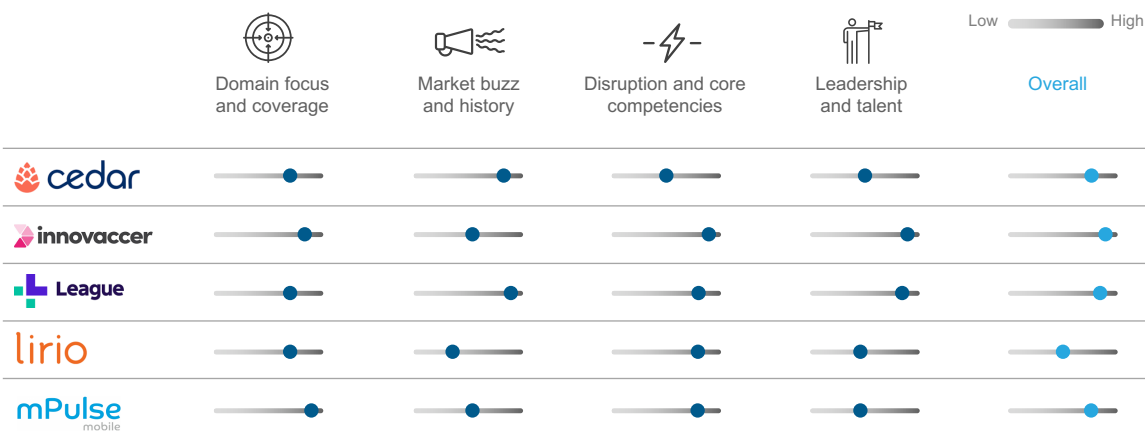
Innovation and technology

To what extent has the start-up created new/innovative solutions or software offerings in the member engagement market?

Innovation and technology

- How large and geographically diverse is the workforce?
- How strong and relevant is the leadership cohort (in terms of member engagement and from a technology experience standpoint)?

Member engagement leaderboard



Trailblazer profile

Company overview

XYZ provides digital health products enhancing interoperability, catering to providers, payers, and patients across telehealth, home health, and remote patient monitoring

Fact sheet

Year of incorporation: 20XY

Key executives

- XYZ, Chief Executive Officer
- XYZ, Chief Operations Officer

Headquarters: XYZ, Maryland

Number of employees: 500-1000

Investor confidence – Xyz has not raised any funding rounds yet

Domain focus	★ ★ ★ ★ ★
Market buzz and history	★ ★ ★ ☆ ☆
Disruption and core competencies	★ ★ ★ ★ ☆
Leadership and talent	★ ★ ★ ★ ☆
Overall	★ ★ ★ ★ ☆

Member engagement offerings

XYZ Platform is a digital health virtual care platform offering a range of solutions tailored for various purposes including care management, utilization management, telehealth, remote patient monitoring, Social Determinants of Health (SDOH) integration, etc.

Partnerships

Partnered with multiple hi-tech enterprises such as AA.

Research calendar

Payer and Provider Information Technology

	Published	Current release	Planned
Reports title	Release date		
Rising adoption of Home-based Healthcare Solutions			September 2023
Patient Engagement Platforms PEAK Matrix® Assessment 2023			October 2023
Revenue Cycle Management (RCM) Platforms PEAK Matrix® Assessment 2023			November 2023
Transforming Healthcare through Generative AI: A Game-changing Impact			December 2023
Healthcare Payer Digital Services PEAK Matrix® Assessment 2023			December 2023
Importance of IT Security Amid Evolving Care Models in Healthcare and Life Sciences			February 2024
Healthcare Payer Digital Services – Provider Profile Compendium 2024			March 2024
Member Engagement Trailblazers			April 2024
Patient Engagement Platforms – Provider Compendium 2024			Q2 2024
Patient and Member Engagement Technology			Q2 2024
Care Management Platforms PEAK Matrix® Assessment 2024			Q2 2024
Rising Adoption of Behavioral and Mental Health Services by Healthcare Enterprises			Q2 2024
Healthcare Industry Cloud Services PEAK Matrix® Assessment 2024			Q2 2024
Role of Analytics in Claims Management			Q2 2024
Care Management Platforms – Provider Compendium 2024			Q3 2024

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