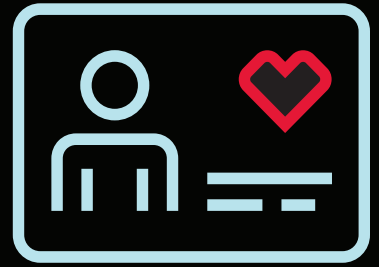


# An Integrated Approach to Effective Member Engagement: Helping Members Maximize Prescription Benefits



Navigating prescription benefits can be complex, leaving your plan members feeling overwhelmed and uncertain about making the best decisions.

Transitions — when members are new to your plan, start a new maintenance medication or need to navigate plan changes — offer excellent opportunities to engage, support and educate your members.

## Transitions Are Opportunities



Engage members when they're **most likely to listen**



Act on **greatest opportunity** to educate



Enable **informed decision making** and minimize disruption



**First 90 days** are critical to support optimal decision making.<sup>1</sup>

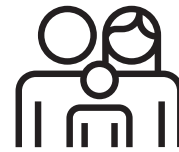
## We're Dedicated to Providing an Optimal Experience



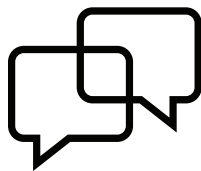
**1 in 2 members** want to engage digitally, some through multiple channels.<sup>2</sup>



Identify members' challenges and understand their needs



Incorporate their voice into our decision making and solutions



Communicate simply and proactively, providing clear choices



Minimize disruption to optimize their experience

## Feedback and Collaboration Helps Drive Continued Success



**Seek** continual member feedback



**Collaborate with clients** on new communication approaches



**Apply what we've learned** to new, complex plan changes

Members are **seeking more educational resources** to support complex benefit changes.<sup>1</sup>



## Giving You Confidence Your Members Are in Good Hands

Like you, we want your members to have the best possible health care experience. This is especially true as they make important transitions. That's why we continually listen to them, apply what we learn and make investments to help enhance their care and experience.

To learn more about the tools we offer to help maximize member engagement and reduce health care costs, please contact your Account Team.