

5-Point guide to member engagement in the new normal



As a result of the global health crisis, patient behavior has changed dramatically. Because many consider it no longer safe to visit healthcare providers in person, patients opt for virtual visits. In addition, the negative effects of isolation have increased anxiety and other mental health issues, creating a higher demand for behavioral health services.

How can payers engage with health plan members in the “new normal”? This guide explains the steps they can take to engage with members and foster a positive member experience.

STEP 1: MAKE IT EASY TO ONBOARD

The first experience members have with your company is during the onboarding process. Ask yourself: how easy is it? Do members have the support they need to go through this process? How difficult is it to reach out to your company if members have an issue? Putting technology in place that simplifies communication (such as a cloud communications platform) goes a long way toward greater member engagement and a positive member experience.

STEP 2: OFFER A SEAMLESS DIGITAL EXPERIENCE

Corporate Insight’s annual healthcare surveys ask healthcare plan members how they feel about their insurers’ online presence. In the most recent survey, [37% of respondents](#) said it was important that their payer offer a digital care platform. Members want to be able to connect easily to representatives of their health plan with questions, so payers should choose technologies that enable such connections.

STEP 3:
LET PATIENTS CONNECT
WITH YOU THROUGH THEIR
PREFERRED CHANNELS

A report cited in the [October 2020 Journal of Patient Experience](#) revealed that patients are more likely to choose service providers that allow them to select where, when, and how they interact through their preferred combinations of channels. Similarly, by utilizing technology that offers multiple channels, members have the freedom to connect to their health plans how they want, at a time that is convenient to them.

STEP 4:
USE A MOBILE-FRIENDLY
TELEHEALTH COMMUNICATIONS
PLATFORM

The vast majority of your members use smartphones, and many of them use other mobile devices such as tablets. They'll want to connect with you on these devices. Choose a telehealth communications platform that supports mobile device usage—not just telephony, but messaging and video capabilities, too.

STEP 5:
ROUTE MEMBERS TO THE
AGENT MOST EQUIPPED
TO HELP THEM

You improve the member experience when you connect plan members to an agent who can help them the first time. No one likes being shunted from agent to agent. Market-leading telehealth communication software features intelligent call routing, so members connect to knowledgeable agents who can solve their problems at first contact.

RingCentral offers a cloud communications platform that puts member engagement first. Learn more about RingCentral's solution for healthcare payers and [get a demo today](#).

Put member engagement first

Deliver better patient and member experiences via your healthcare program and bring down costs with modern and secure cloud communications.

RingCentral is where communication meets innovation. We provide a robust, secure, and global cloud communications platform with messaging, video, and phone. We help healthcare organizations every day improve collaboration and productivity and ultimately drive better patient outcomes.

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