

Boost Medicare Advantage Member Retention Now with Redpoint & Engagys

Medicare Advantage Switching is on the Rise –
Maintain Member Satisfaction While Reducing Spend



In today's competitive landscape, retaining members is more challenging for health plans than ever. Health plans are under immense pressure to meet rising member expectations, adapt to shifting benefit landscapes, and engage members from the very first interaction – all of which can affect member retention or attrition

Engagys and Redpoint Global have joined forces to offer an unrivaled solution for health plans to overcome retention challenges and secure member loyalty.

Limited-Time Offer: Low-Commitment PILOT

Experience the power of personalized member engagement without the long-term commitment.

We're offering a PILOT that allows your health plan to test our integrated solution on a small scale with very little time and resource commitment on your part.

You'll have the opportunity to see real results in member retention and satisfaction before making a full investment.

This PILOT includes:

- ✓ **Data-driven insights** to identify key retention opportunities.
- ✓ **Custom engagement strategy** tailored to your specific member base.
- ✓ **Hands-on support** from both Engagys and Redpoint experts throughout the trial.

Start Boosting Retention Today

Don't wait until it's too late to address retention challenges. Partner with Engagys and Redpoint to see firsthand how our solution can transform your member retention strategy.

Sign on today to explore how personalized, proactive engagement can help you retain more members and strengthen your health plan's position in the market.



KEY CAPABILITIES

- + Comprehensive Member Profile:** Utilizing Redpoint's powerful Customer Data Platform (CDP), we unify and analyze member data to create a multi-dimensional understanding of individual needs and preferences, including insights on member satisfaction and detractors.
- + Proactive Engagement:** Leveraging behavioral science, anticipatory service models and omnichannel capabilities, an Engagys expert helps you stay one step ahead of your members' needs, so you can offer timely interventions and support that enhance the member experience at each step of their way.
- + Streamlined Onboarding:** You have only one chance to make a great first impression. Our onboarding optimization solutions ensure that new members feel supported from day one, reducing the risk of early churn and setting the stage for long-term loyalty.

REAL RESULTS



25% and 20% year-over-year drops in members leaving for financial reasons.



60% of the member population gaining a more positive perception of the brand.

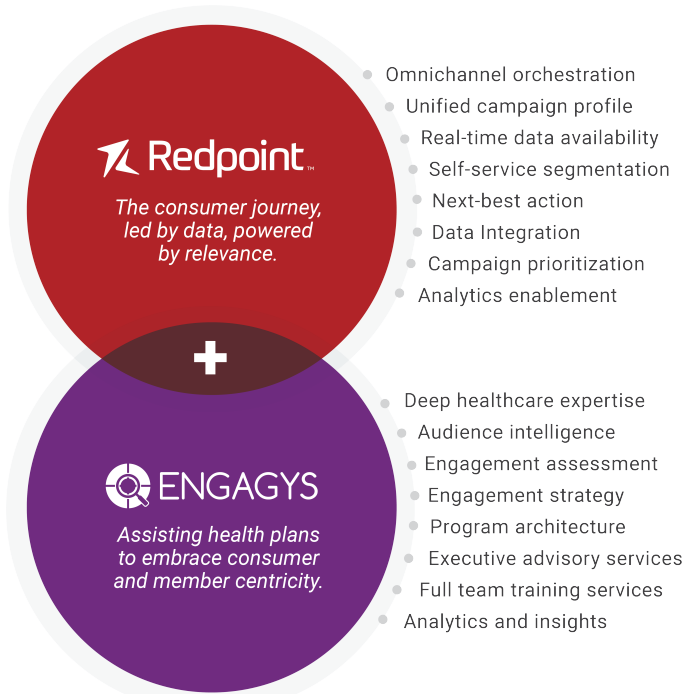


10% reduction in direct mail errors.



20% increase in ROI from marketing.

Engagys & Redpoint Driving value at scale



About Our Partnership

Engagys and Redpoint Global have partnered to provide a comprehensive solution tailored specifically to the needs of health plans. This partnership is grounded in a shared commitment to empowering health plans with the tools and strategies they need to build lasting member relationships, improve satisfaction, and ultimately, boost retention.

Engagys, a leader in healthcare consumer engagement, brings decades of experience in helping health plans navigate the complexities of member retention.

Redpoint Global, a pioneer in data management and personalization, offers the advanced technology needed to operationalize and scale these engagement strategies effectively.



Learn more about the PILOT [→](#)