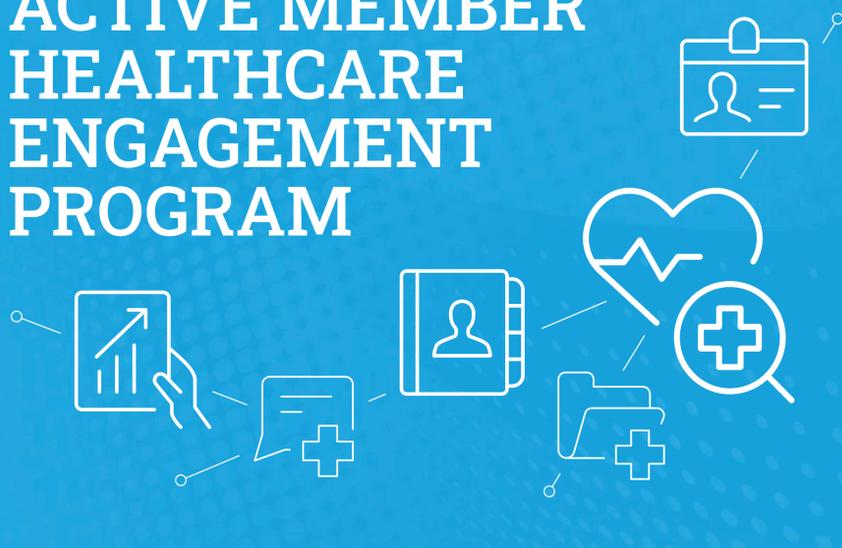


HOW AND WHY TO CREATE AN ACTIVE MEMBER HEALTHCARE ENGAGEMENT PROGRAM



Keeping members engaged throughout the patient journey can reduce fragmented care, support more effective utilization, improve outcomes, and lower costs.

Expenses Are on the Rise

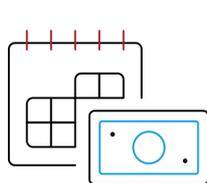


\$575B – ANNUAL EMPLOYER EXPENSES

incurred due to employees' poor health.¹

INDIVIDUALS SPENDING >\$100K EACH YEAR

on medical care rose 50% between 2013 and 2021.²



50% OF HEALTHCARE SPENDING comes from

just 5% of the population.³

Patients Who Are Actively Engaged and Receive Better Decision-Making Support Experience the Following:



5.3%

lower medical costs



12.5%

fewer hospital admissions



20.9%

fewer "preference-sensitive" heart surgeries

Elements of an Effective Member Engagement Program



Dedicated one-on-one collaboration and care planning with a **REGISTERED NURSE (PERSONAL HEALTH NURSE)**



INTERVENTIONS THAT COORDINATE CARE, medications, and other benefits and resources



Technology that **PRIORITIZES HIGHEST-RISK MEMBERS** for outreach and engagement



INTEGRATION WITH health plans, pharmacy benefit managers, third-party administrators, healthcare provider networks, and other benefit solution vendors



MULTIFACETED CAMPAIGNS TO PROMOTE PROGRAM AWARENESS, including print, web, and social media



VIRTUAL HEALTH FAIRS

With Conifer Health, Employers Have Experienced:



85%

engagement



95%

satisfaction



3.14:1

return on investment

Conifer Health's personal health nurse (PHN) program provides an individualized approach that helps members better navigate the care continuum to find the right care in the right setting at the right time. With Conifer, employers can better manage the cost of care for their organization. Members received education about how to utilize healthcare and other benefits more effectively while also engaging in customized health goal tracking and reporting.

**CARE FOR POPULATIONS,
ONE PERSON AT A TIME.**

Learn more at [ConiferHealth.com](https://www.coniferhealth.com)