

Want to boost member satisfaction? Double down on benefits awareness.

Phreesia

Payer
Solutions

Want to raise Medicare Advantage (MA) members' awareness of their health plan benefits? **Preferred-channel communication is the key.**

Phreesia surveyed adults age 65 and older to better understand their preferences, experiences and perceptions about health insurance, particularly MA. In this report, we'll highlight how MA plans can increase members' awareness of the benefits and preventive-care services available to them to **improve their satisfaction, boost retention** and **meet their health equity goals**.

About this survey



4,861

responses collected
over six weeks in
May–June 2023



58%

survey
completion
rate



52%

of respondents
identified as
female



65%

of respondents
located in
urban areas



National sample
with results from

50 states



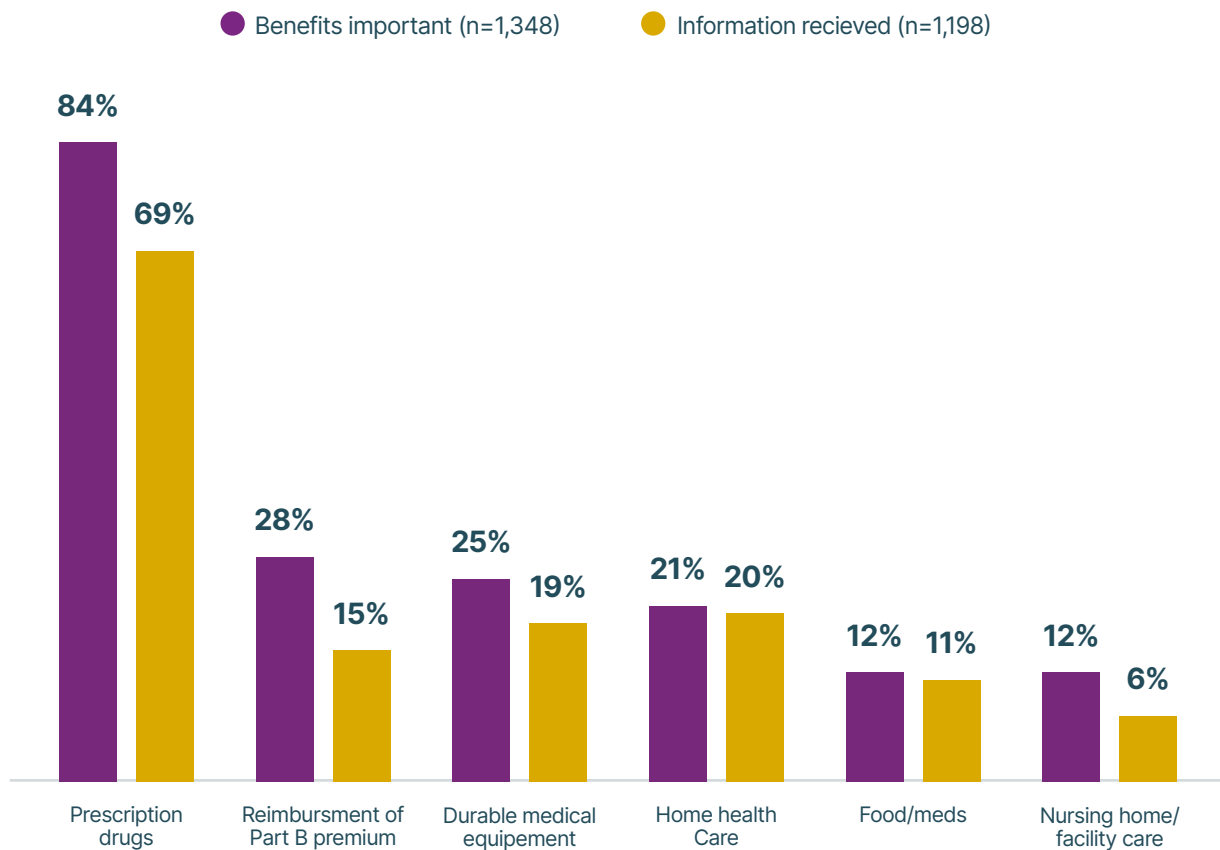
Members aren't receiving enough information about the benefits they care about most

When choosing a Medicare Advantage plan, the vast majority of beneficiaries surveyed by Phreesia (88%) said **the ability to receive health plan information via their preferred communication channel** was a “very” or “extremely” important factor in their plan selection.

But our survey found a striking gap between **the benefits members consider important** and whether they **recall receiving information** from their health plan about them.

Which benefits do you consider important, and which ones have you received information about?

Among respondents currently enrolled in MA

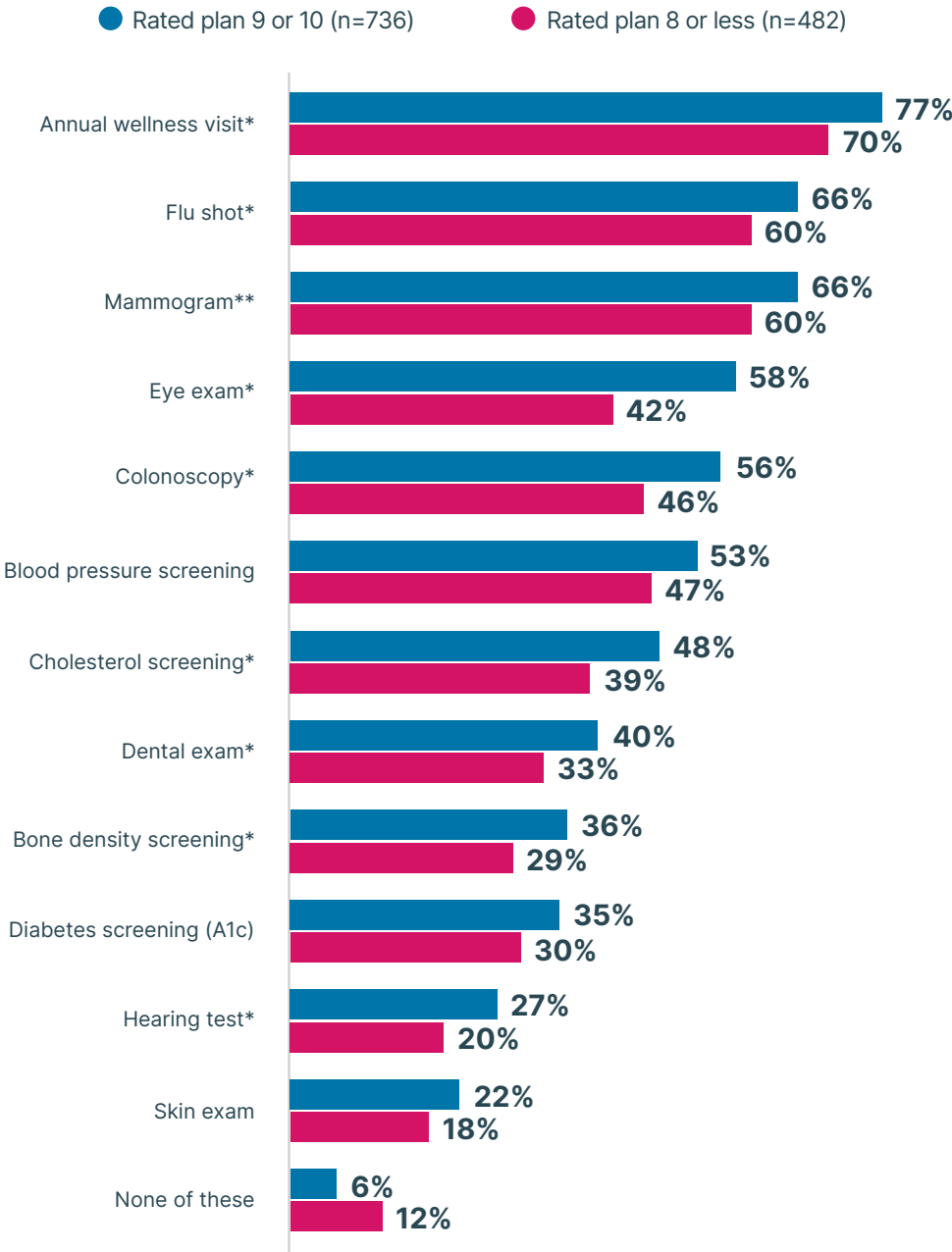


Furthermore, our research found that member-reported gaps in receiving preventive care information **correlated with members' plan ratings** and their overall perceptions of their MA coverage.

Across all preventive care services analyzed, MA members who rated their plan a 9 or 10 (on a 10-point scale) were more likely to recall receiving information about those services than members who rated their plan an 8 or lower.

Which of the following preventive care services has your current health plan shared information with you about? Select all that apply.

Among respondents currently enrolled in MA



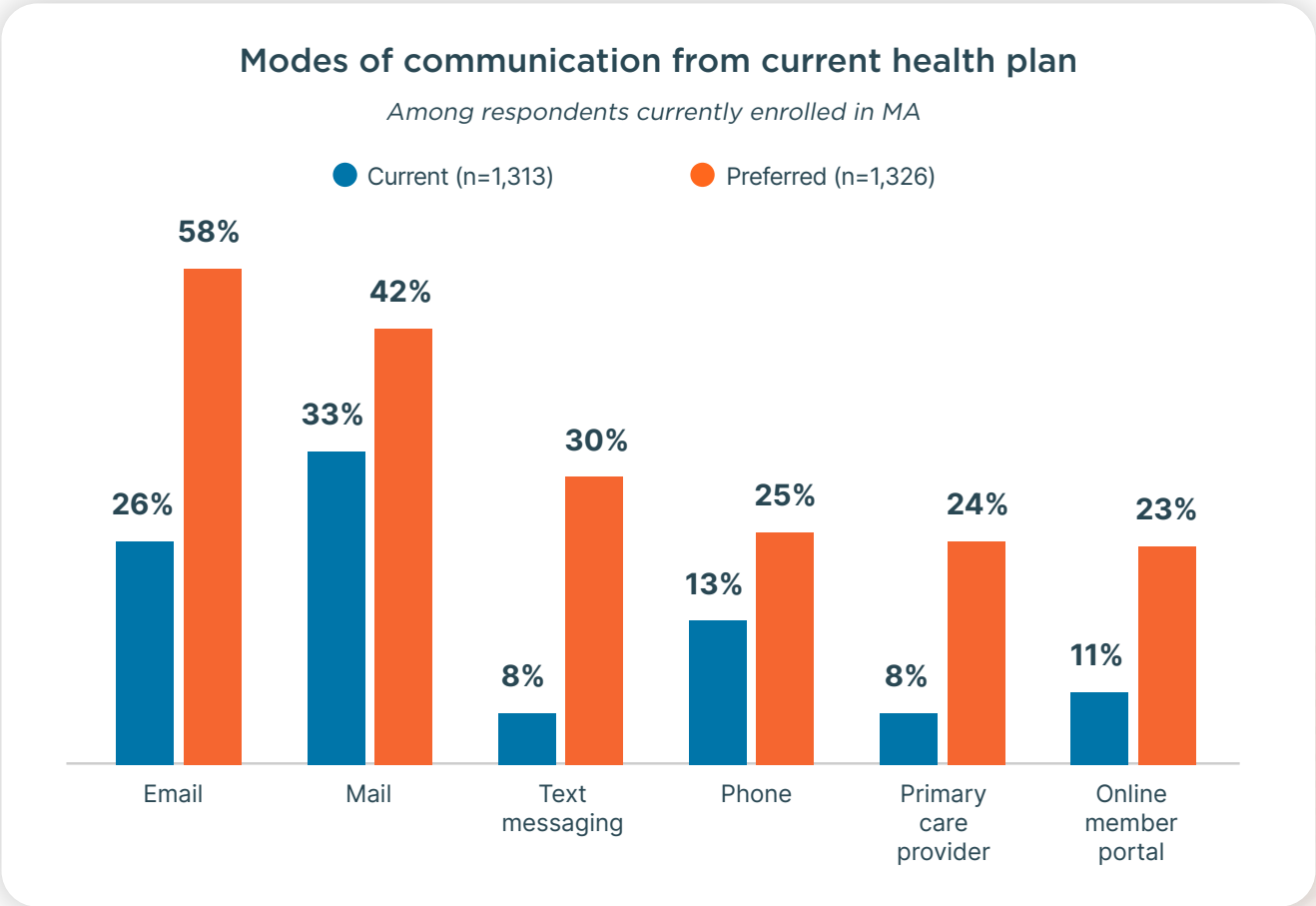
* Statistically significant differences
** Includes data only for women

Using preferred-channel communication to close knowledge gaps

Though most health plans have made strides in member engagement, there is still room for improvement. Nearly 1 in 5 MA beneficiaries (18%) who have been enrolled for less than a year said they were not “very” or “extremely” satisfied with their ability to receive health plan information through their preferred communication channels.

The recurring theme? **Members want their health plans to communicate with them digitally.**

More than half (58%) of beneficiaries would prefer to receive health plan information via email, but barely a quarter (26%) currently do. The numbers are even starker for text messaging, with 30% of MA members citing it as a preferred communication channel, but only 8% reporting that they currently receive plan information via text message.



When beneficiaries feel their communication preferences are disregarded or ignored, their engagement is bound to decline. As a result, they’re less likely to be aware of key benefits available to them—and more likely to feel dissatisfied with their plan overall.

Fortunately, there are proven, effective ways for health plans to address this disconnect. By embracing **diversified communication strategies**, payers can easily engage members via their preferred communication channels. The end results are better **benefits awareness**, **higher plan satisfaction** and more effective **member engagement**.

Strategies for success



Embrace a digital-first approach to distributing benefits information, including via email, text messaging and voice calls. In doing so, you will better align with members' communication preferences, educate them about the benefits they care about and improve their overall experience with your plan.



Partner with providers to distribute plan information at the point of care when members' health is top of mind. MA beneficiaries find point-of-care messaging more reliable than other content channels,¹ and it's often a more cost-efficient way to increase benefits awareness and member engagement.



Get members' direct feedback by surveying them about their preferred communication channels. Then, use that data to assess your plan's strengths, identify opportunities for improvement and give your members the personalized engagement experience they expect.

Ready to transform
your benefits-awareness
strategy? Visit
phreesia.com/memberconnect
to see how we help
health plans today.

About Phreesia

Phreesia is the trusted leader in patient activation, giving providers, health plans, life sciences companies and other organizations tools to help patients take a more active role in their care. Founded in 2005, Phreesia enabled more than 120 million patient visits in 2022—more than 1 in 10 visits across the U.S.—scale that we believe allows us to make meaningful impact. Offering patient-driven digital solutions for intake, outreach, education and more, Phreesia enhances the patient experience, drives efficiency and improves healthcare outcomes.

¹ "How point-of-care messaging can boost patient trust and activation," Phreesia Life Sciences, Dec. 1, 2022.

