



# Drastically Improve Your Engagement with Medicare and Medicaid Members

Real Engagement. Real Results.

## SAMPLE MEDICARE AND MEDICAID CLIENT SMS USE CASES

Fri, Feb 23 at 10:15 AM

**HEALTHPLAN:** Hi <firstName>, Welcome to your [Medicare Plan]. Your application has been approved and your plan is effective on <EvtMisc2>. You'll receive your ID card and welcome kit soon. Questions? Call the New Customer Assistance Line at 1-800-xxx-xxxx, Monday through Friday from 8 a.m. to 8 p.m. local time. We're happy you're with us. Reply STOP to end.

Fri, Feb 23 at 10:15 AM

**HEALTHPLAN:** Hi <firstName>, we're following up on our recent letter and calls to complete your annual Health Risk Assessment (HRA). You can earn \$50 in rewards for completing your HRA each year. Call us at 1-800-xxx-xxxx, M-F 8-5 p.m. CT to complete yours today. Reply STOP to end. For all other responses, this inbox is not monitored.

Fri, Feb 23 at 10:15 AM

**HEALTHPLAN:** Hi <firstName>, You'll receive your [Medicare Plan] card soon - be sure to look for this in your mail. This card is a reloadable Visa® card and is where we deposit your incentive rewards and any applicable benefit allowances. To learn more about your card, call 1-800-xxx-xxxx, Monday - Friday 8 a.m. - 11 p.m.

Samples include dynamic tags, trigger tags, phone links, and more. Our self-service console allows you to decide what SMS campaigns you would like to monitor and reply and which ones you would like to not monitor.

### Award-Winning. Proven. Trusted.

Recognized as a top healthcare communication platform—and chosen by organizations that demand reliability, ROI, and exceptional patient engagement.



## Contact Us To Learn More

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# Health Plans Leverage Dialog Health to Improve Member Engagement and ROI



## MEMBER ENGAGEMENT COMMUNICATION

Coverage & Enrollment Texts – Notify members about renewal deadlines, eligibility changes, and plan transitions



## PREVENTIVE CARE REMINDERS

Preventative Care Nudges – promote vaccines, PCP visits, screenings, and wellness visits to boost compliance.



## MEMBER EXPERIENCE SURVEYS

Surveys Collect – feedback post-interaction to improve satisfaction and service delivery.



## PHARMACY BENEFIT NOTIFICATIONS

Pharmacy Updates – Inform members about formulary changes, coverage updates, and cost-saving options.



AND SO MUCH MORE

## AnalyticsPRO

### Enrollment Confirmation Message – Client Results:

- 90% Reach Rate
- Real-time delivery report
- Identified members who need updated contact information
- SMS member history
- Low opt-out rate
- Note: This SMS campaign did not include a Short Link for replies.

## SMARTER MESSAGING

### AUTOMATED TWO-WAY TEXTING

Reach members instantly, drive action, and improve engagement—without adding staff or an app.

### TRACKABLE SHORT LINKS

Trackable short links make it easy for members to take action—view benefits, schedule care, or complete surveys.

### DYNAMIC TAGS & MULTI-LANGUAGE

Dynamic tags enable automated, personalized texts—customized by name, language, etc.

### AD HOC & GROUP MESSAGE

Send ad-hoc or group messages instantly—whether it's one member or thousands.

### ANALYTICSPRO – REAL TIME DATA

Real-time delivery reports, engagement metrics, trackable links, and historical SMS data —provide actionable insights for leadership.

