



Better Enrollment and Healthier Patients with Varolii Progressive Engagement™ Suite

Progressive Engagement helps Disease Management and Wellness organizations enroll more patients and lower operational costs while promoting better health.

Enrollment is the cornerstone of success in disease management and wellness programs.

Healthcare organizations providing these services to patients spend a significant portion of budget simply connecting with patients to enroll them. And, once enrolled, they must stay in touch with them regularly to maintain program engagement.

Today, healthcare providers are assisting chronically ill patients more aggressively with pre-defined programs that include significant amounts of proactive outreach.

The Varolii Progressive Engagement™ Suite was designed to serve the needs of disease management and wellness programs to enroll more patients and to provide cost-efficient outreach for condition management and care considerations.

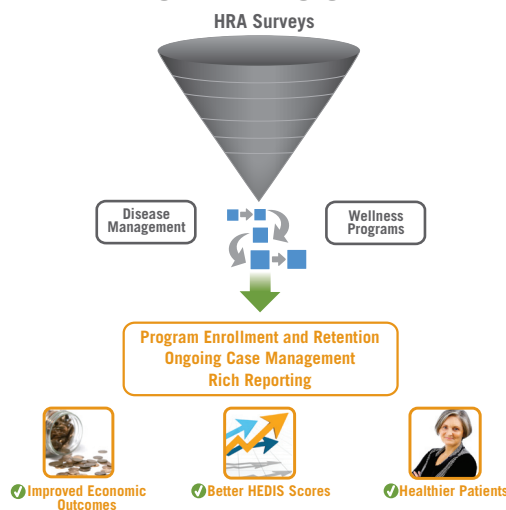
Engaging Patients and Improving Operations with Progressive Engagement

The suite offers healthcare organizations a blend of efficiency and effectiveness, with low marginal cost and scalability, to deliver similar or better response rates than the gold standard – intervention by live clinical support representatives.

The Progressive Engagement Suite helps disease management and wellness programs across the care spectrum, including:

- **Enrollment:** Engage, enroll and welcome new patients
- **Standard of Care/Gaps in Care:** Monitor progress and manage care for conditions, and effectively triage for intervention
- **Health Promotion:** Offer health promotion alerts, educational tips, and reminders for immunizations and screenings
- **Re-engage and Retain:** Provide opportunity for patients who are lost to follow-up to re-enroll or re-engage in the program

Varolii Progressive Engagement Suite



SOLUTION

Varolii Progressive Engagement™ Suite increases enrollment in disease management and wellness programs and helps maintain regular contact with patients in the areas of health and condition needs.

BENEFITS AND RESULTS

- Program optimizations
- Faster time to market by deploying multiple treatments in a single package
- Proven to improve enrollment rates
- Increase satisfaction and optimize use of call center resources and engagement specialists *
- Improve productivity and program ROI

* See success story on following page

Contact Us:

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“Varolii helps us engage our members with personalized information that motivates them to act.”

Executive Vice President of Clinical Operations

Success Story

TOP 3 DISEASE MANAGEMENT ORGANIZATION USED PROGRESSIVE ENGAGEMENT TO IMPROVE ENROLLMENT AND MANAGE COSTS

Before augmenting their existing outreach strategies with the Progressive Engagement Suite, this Disease Management Organization primarily used direct marketing letters, “Intro Kits” and “Reminder Packages” with outreach from call center agents.

After the introduction of the Progressive Engagement Suite, they observed a range of benefits, including:

Increased member contact rate	The organization experienced a 7-fold (700%) improvement in their initial engagement rate
Leveraged use of live agents	Agents reported that they could now spend their day speaking with interested patients, rather than calling them in an attempt to reach and enroll patients. One agent reported, “(With Varolii) it’s like skimming the cream off the top.”
Improved productivity and ROI	The organization gained a 50-80% improvement across multiple call centers to enroll and schedule initial appointments.
Maintained the quality of patient experience	High success rates demonstrated the high level of acceptance by this organization’s members. In addition, over 40% of all patients retrieve and listen to calls when prompted by an Answering Machine (AM) message.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

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