

# How Psychographic Segmentation & Digital Engagement Improve Health Outcomes

*“We are using PatientBond’s psychographics and capabilities to better know our members and personalize their healthcare journeys.”*

*- Chief Experience Officer of a national health insurance company*

## Background

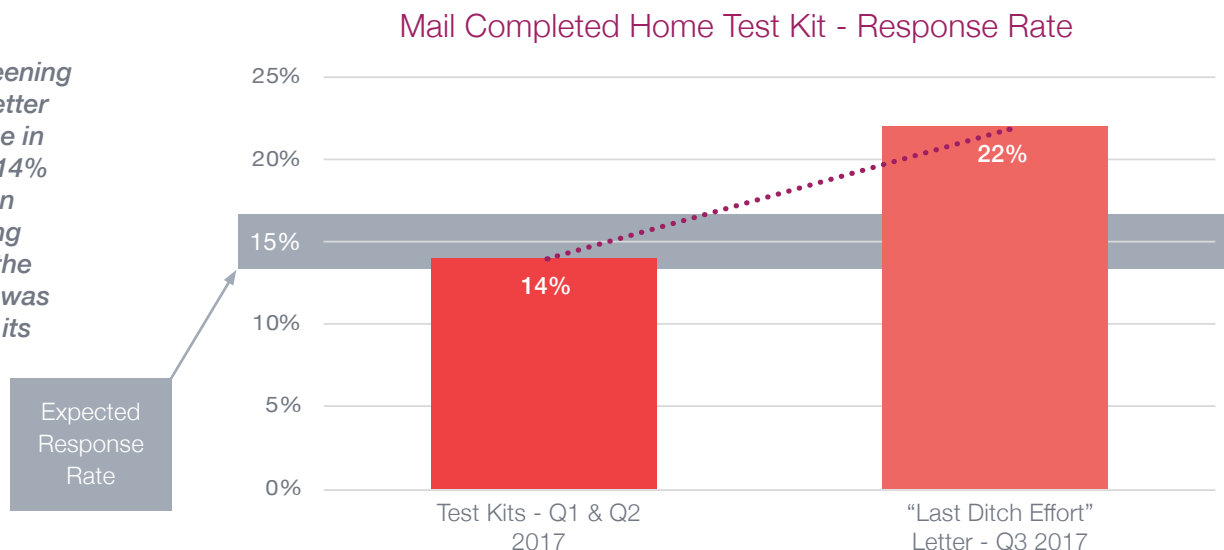
A large, private health plan asked for PatientBond’s help with health and wellness initiatives designed to increase member actions and engagement for key quality measures. The health plan also had a number of members who had earned rewards for wellness activities, but the members had not created accounts to receive and use their rewards dollars.

When PatientBond’s outreach campaign work began mid-year, the health plan had more than 75,000 members who still needed to complete essential preventive health screenings that calendar year. PatientBond’s campaigns were focused on motivating members to complete these specific screenings.

Case Summary	PatientBond Solution
<p><b>Goal:</b></p> <ul style="list-style-type: none"> <li>+ Members complete and return colon cancer home test kit to lab to complete screening</li> <li>+ Wellness portal profile/account setup for those members who had previously earned rewards in 2017 but had not created an account to receive their rewards</li> <li>+ Member completion of 2017 Health Risk Assessments once account setup completed</li> </ul> <p><b>Challenges and Pain Points:</b></p> <ul style="list-style-type: none"> <li>+ In Q1 and Q2 2017, the company received just a 14% response rate to its mailed colon cancer screening kits, prompting them to send out a “Last Ditch Effort” letter in Q3.</li> <li>+ In Q1 and Q2 2017, the overall average of members who created profiles in response to emails was just 2.5%.</li> </ul>	<ul style="list-style-type: none"> <li>+ A “Last Ditch Effort” printed, mailed letter was designed with psychographic insights and sent to member targets for colon cancer screenings.</li> <li>+ A psychographic segment-based, digital messaging campaign using emails, text/SMS and automated phone calls was sent to members for the Wellness Rewards Initiative and Health Risk Assessment campaign.</li> </ul>

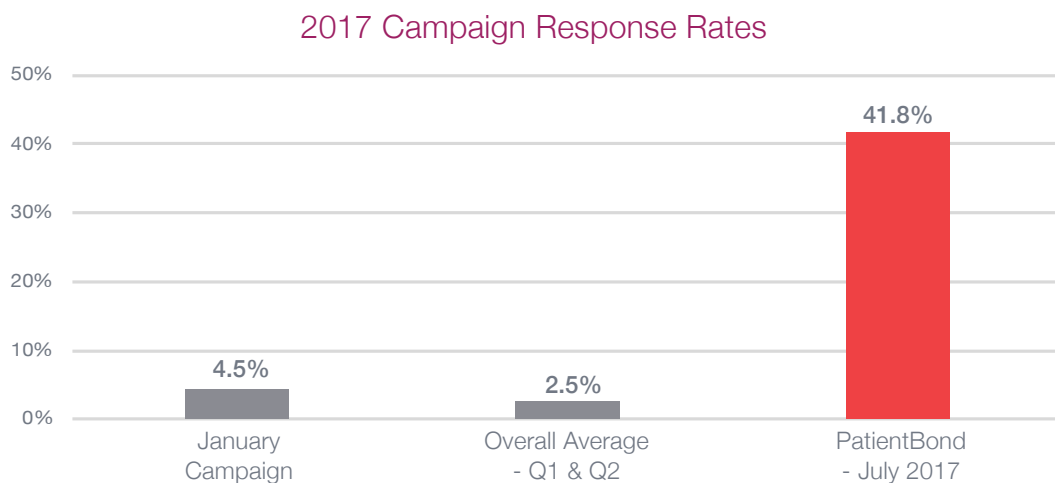
## Results

*The colon cancer screening kit “last ditch effort” letter yielded a 57% increase in response rates, from 14% in Q1 and Q2 to 22% in Q3 2017. The screening vendor reported that the client’s response rate was the highest among all its clients.*



## Results

*41.8% of members created wellness portal profiles in response to the PatientBond campaign, a 17X increase versus the overall average of 2.5% of members in Q1 and Q2.*



## Results

*57.8% of members who responded also completed their Health Risk Assessments.*



Contact us at [info@patientbond.com](mailto:info@patientbond.com) or call 312-445-8750 to schedule a demo or discuss how PatientBond can help your organization significantly improve health outcomes or business performance.