

# Sagitec's Digital HRA Solution

## Helps Boost Member Completion Rates



### Problem Statement

## How Do You Increase Medicaid Member HRA Completion Rates?

Sagitec recently worked with one of the largest health plans in the U.S. to change its outreach practices and boost its completion rates. In their Medicaid line of business, the client faced multiple challenges impacting revenue and compliance. The Managed Care Organization (MCO) had previously relied on outbound calls and snail mail for member outreach.

We empowered our MCO client to boost their Health Risk Assessment (HRA) completion rates with the right tools and processes.

### Client Results

## How Technology Improves Member Engagement

Sagitec faces a problem common to many businesses: how to bring employees back to the office safely. This challenge poses several different factors.

MCOs need to get their newly registered Medicaid members to complete an HRA within 60 days. But it isn't always easy to have members complete these assessments. Legacy HRA methods, such as calls and snail mail, are outdated, time-consuming, and cumbersome. These methods interrupt a member's busy day, require them to spend 30-45 minutes on the phone, and contribute to poor engagement and completion rates.

With digital HRA methods, there are many points of contact with members to complete health assessments. Email, text, and mobile alerts can all be sent to encourage action. Members can complete these assessments when they have availability, with our results showing many preferring to complete these after normal business hours.

#### Legacy HRA



30 minutes to complete



Telephone call



Interrupt member



Only daytime

#### Digital HRA



4 minutes to complete



Microsite



Member's convenience



48% after 6 p.m.

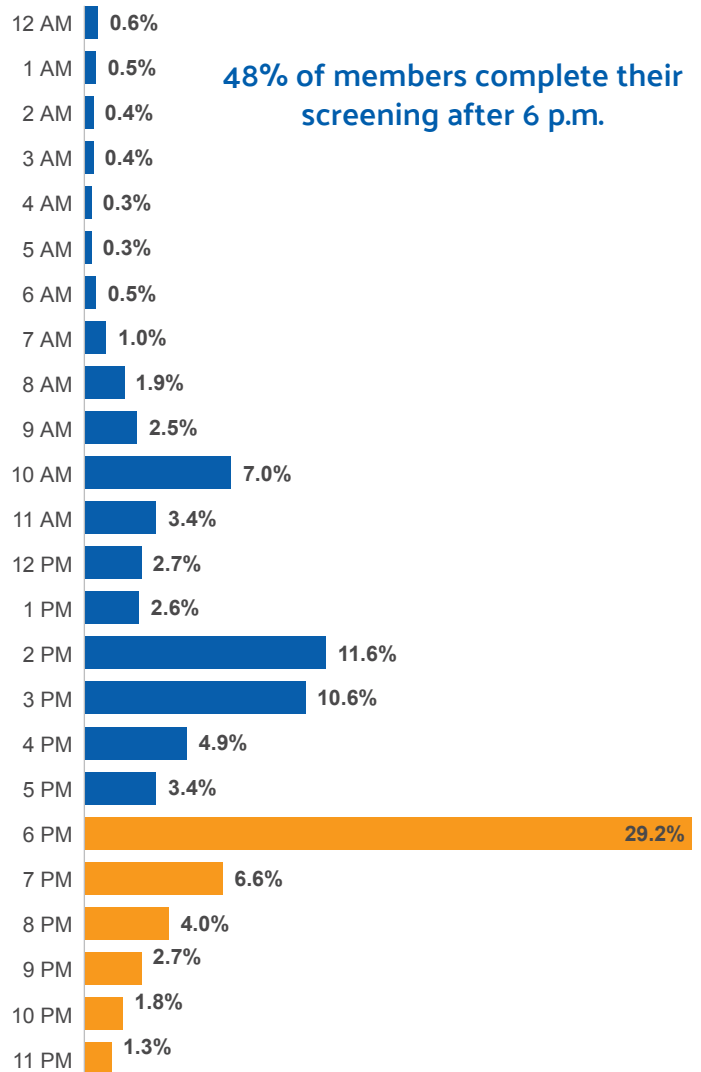
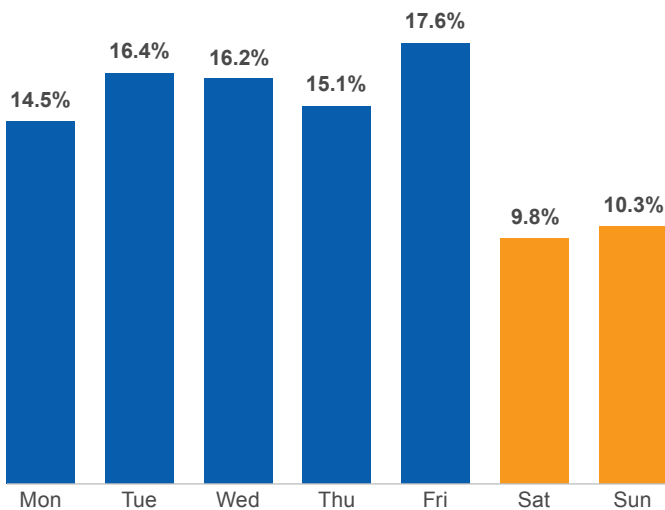
## Data

# The Results – Modular Digital HRAs Boost Member Engagement

After using Sagitec’s HealConnect solution, our MCO client engaged more members, completed more assessments, and provided better service. The results indicate that members prefer to complete the assessments at their convenience – often after working hours of most call centers.

By using Digital HRA methods, our MCO client doubled their completion rates – incrementally improving by 20%. About 48% of the surveys were completed after 6 p.m. and 20% on weekends. While legacy HRA methods required 30 minutes or more (often resulting in dropped calls mid-way through or members not answering their phones), digital HRA saw average completion times of only 3.2 minutes.

### Over 20% of members complete their screening on the weekends.



48% of members complete their screening after 6 p.m.

Sagitec’s HealConnect solution offers a modular system that you can activate based on need. Your organization can begin to expand by focusing on business needs or contact channels with a per-member price. Learn how you can lower 50% or more of your costs by visiting [www.sagitec.com/healthcare](http://www.sagitec.com/healthcare) today.

## About Sagitec

Founded in 2004, Sagitec has focused on Public Sector and Healthcare industries. Today, Sagitec’s solutions are used by over 800k+ contributing employers and 5 million+ members. Sagitec HealConnect is an enterprise SaaS platform for Medicaid member engagement, deployed on HITRUST certified Microsoft’s Azure cloud.



422 County Road D East  
Saint Paul, MN 55117

612-284-7130 | [info@sagitec.com](mailto:info@sagitec.com)  
[www.sagitec.com](http://www.sagitec.com)