

Newkirk's

POST-ENROLLMENT and PREVENTATIVE HEALTH COMMUNICATIONS

Fact Sheet

Expanding Member Interaction

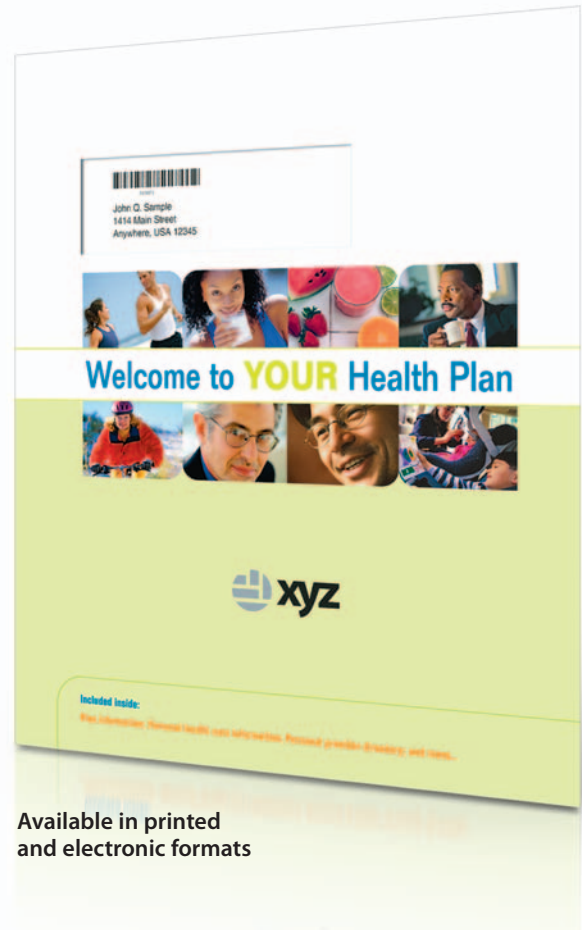
Newkirk's Post-Enrollment and Preventative Health Communications are designed to make your member experience a positive one. Turn the page to learn more.



Welcome Books

Newkirk's *Welcome Books* make a positive statement to newly enrolled members about your health plan and its offerings, while providing members with the post-enrollment information they need to use their health plan. With Newkirk's *Welcome Books* you can:

- **Combine multiple communications.** The *Welcome Book* combines multiple communications, previously prepared and distributed independently, into a single package. This efficiency produces substantial savings in related preparation, production, distribution, and postage costs.
- **Customizable output.** Your *Welcome Books* are designed to your specifications. Include only the components you desire, designed to coordinate with your other materials. You can even include personalized preventative health messages for every individual in the household.
- **Satisfy preventative health guidelines.** Dynamically generated health information can be included within your booklets — helping you comply with HEDIS regulations.



Available in printed and electronic formats

- **Include a provider directory.** Participating physicians and medical groups are listed. Available on a regional or geocoded basis, these directories can be produced independently or can be included in an on-demand Enrollment Book or *Welcome Book*.

Document Repository System

An administration tool designed to help you organize documents online.



Create your own categories of documents for organization of your materials.

8½" x 11" black and white documents can be uploaded by your staff — you manage the changes.

Document uploads can include:

- Certificates of coverage
- Riders
- Forms
- Privacy notices
- Health care proxies

The Health Statement

The full-color *Health Statement* is easy to read and fully personalized. With the *Health Statement*, you can:

- **Communicate current coverage data.** Information can include copays, covered household members, and primary care physicians — for each member.
- **Advertise local events.** Allows plans to demonstrate their local community involvement.
- **Satisfy preventative health guidelines.** Specific recommendations can be made on a member-by-member basis based on age and gender — helping comply with HEDIS regulations.
- **Determine your own delivery frequency.** You might, for example, use the statement as a retention reminder — distributed one month prior to renewal — or as a substitute for your current newsletter.
- **Provide dynamic preventative health information.** Provide preventative health articles that are also age/gender based.



Phone follow-up service

Newkirk offers a comprehensive phone follow-up service designed to integrate customer service calls with document delivery. This system can satisfy the plan's need to engage members in "reach out" phone calls during the first 30 days of enrollment.

Newkirk has developed a full cycle communication approach to follow up on the delivery of member materials in concert with expected time for receipt in the member's home. All that is required is the appending of the phone number to the current member data feed to Newkirk.

Healthy Hello Cards

A completely automated communication, these cost-effective, full-color cards are a proven means of gaining member attention. Each card can include age- and gender-specific preventative health reminders for the individual member and acts as an inexpensive means of reminding members that their health plan is thinking of them.

- **Thinking of You cards** — Distribute important preventative information on a variety of subjects (e.g., diabetes education and asthma precautions, etc.) to specifically targeted audiences to meet quality management benchmarks.
- **Birthday cards** — Along with a birthday greeting, you can thank members for their business, or provide members with an attention-getting reminder of upcoming health-related activities (e.g., annual physicals, flu shots, etc.).



Find out more!

For additional information on Newkirk's post-enrollment and preventative health communications, please call **518-862-3321** or e-mail **elarsen@newkirk.com**.

Visit us online at **www.newkirk.com**