



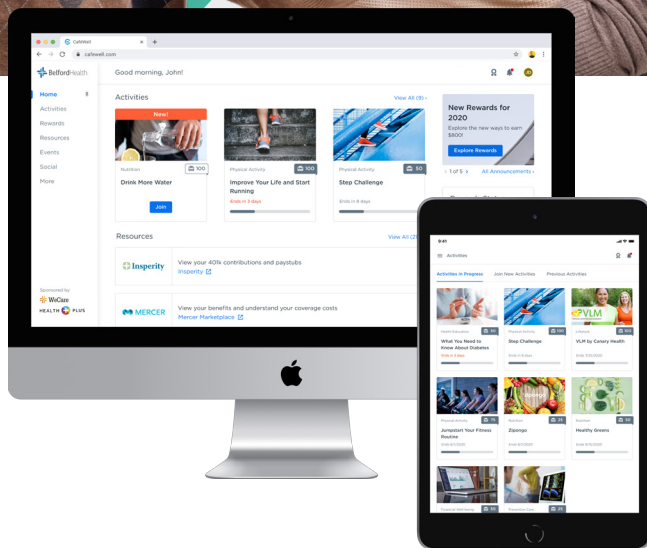
Gaps in Care Solution

A Smarter Way to Close Gaps in Care and Improve Star Ratings



The majority of today's seniors are online (82% according to recent studies) and want their healthcare to be easily accessible and personalized to their own needs. They want more options — yet getting them engaged in their health is a real challenge. Welltok solves this by providing a comprehensive solution that helps you identify members at risk for critical gaps in care closures and are most likely to be receptive to outreach.

With our help you can target and capitalize on opportunities to improve HEDIS and CAHPS scores, increase Star Ratings, and ultimately, deliver a one-of-a-kind, personalized member experience.



SINGLE DESTINATION

Make ALL information, programs and resources available to members in one, easy-to-use, branded experience across web and mobile



ON-DEMAND GUIDANCE

Provide on-demand answers to healthcare and benefit coverage questions with built-in AI Chatbot technology



DEEP PERSONALIZATION

Enhanced data drives individuals to the right programs based on needs, interests, and likelihood to respond and take action



MEMBER ACTIVATION

Drive members to action through multi-channel, multi-cycle campaigns



MOTIVATING REWARDS

Recognize and reward members when they take key health actions

Value You Can Count On

- ✓ Predict with up to 90% accuracy which members need which programs
- ✓ Provide custom branded experiences to increase plan recognition and satisfaction
- ✓ Improve HEDIS and CAHPS scores with best-in-class content and programs designed to close gaps and drive health actions
- ✓ Reduce cost through better resource utilization and healthier outcomes
- ✓ Integrate rewards, promotions and communication
- ✓ Connect your members with relevant and personalized content from our Connect Partner Ecosystem (50+ pre-integrated programs)



Put us to work for you

We Have Delivered Game-Changing Results

48%

of targeted gaps
in care closed
among identified
populations

10:1 ROI

on care
management
outreach

10-20%

increase in
program
engagement rate

20-30%

decrease in
outreach cost per
engaged individual

Proven Experience

100M+ members engaged since 2006 | **1000+** Medicare programs implemented
2B+ consumer communication touches

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