



Engagement Solutions

Transforming individuals into engaged consumers

Engagement Solutions is the premium consumer health engagement and communications resource at UnitedHealthcare. We collaborate with clients to manage change and create data-driven communication strategies to help meet health care objectives.

A comprehensive approach that yields results



Strategic consulting

We'll start with a comprehensive, multi-channel communication strategy that supports your business objectives and leverages our change management expertise.



Insights and analytics

Then, we'll gain an understanding of your population data and apply UnitedHealth Group proprietary analytics to form engagement strategies and identify target audience.



Engaging creative

Next, we'll collaborate with you to develop and deploy targeted, population-specific communications designed to drive action.



Performance measurement

Finally, our measured campaign results will help determine the best opportunities for future targeted communications.

A suite of solutions for greater insight

- Change management consultation and strategy development
- Health literacy expertise
- Cross-carrier communications
- Culture of wellness expertise
- Health and wellness branding
- Targeted and segmented campaigns (email and home mail)
- A full range of print, digital, e-learning, promotions and events

Contact us.
askES@uhc.com

Visit us.
engagementsolutions.uhc.com

Creating campaigns that pay for themselves



Reducing unnecessary ER visits

Situation: 30% of emergency room (ER) visits are for non-urgent issues that could be treated elsewhere; saving time and money.

Solution: A targeted campaign that includes personalized home mailers and email educates members on various care settings and helps them decide which option to choose based on the type of care needed.

56%

Decrease in inappropriate ER visits*

\$4.4M

Dollars saved**



Addressing the pain of musculoskeletal issues

Situation: 50% of American adults report conditions related to back, neck or joint pain. In fact, musculoskeletal issues are reported more than any other self-reported medical condition.¹

Solution: Targeted communications to members with MSK claims, explaining evidence-based treatment options, providing self-care tips and promoting resources that could help members avoid surgery.

31%

Decrease in use of medical and surgical providers*

\$3.5M

Dollars saved**



Supporting consumer decision-making

Situation: UnitedHealthcare members want to feel confident when selecting a provider and do not want to overpay for health care. However, many are mostly unaware of the programs that evaluate providers for quality and value.

Solution: A campaign targeted to members who have Premium and Tier 1 options, encouraging them to choose those providers as a way to spend their health care dollars wisely.

46%

Increase in use of UnitedHealth Tier 1 providers*

17%

Savings for highly engaged Tier 1 users*

Ready to get started?

Email askES@uhc.com or contact your UnitedHealthcare strategic client executive to schedule a meeting with us.

¹ National Health Interview Survey, 2019.

*Average results. Year-over-year (YoY) comparisons are performed by taking the months of claims from the campaign impact period (4-6 months after receipt of mailed/emailed materials) and comparing those monthly averages with those of the same months in the prior calendar year. These results were obtained through acquiring member-specific claims data information using a standardized ad hoc data request. Analysis was performed by staff of the UnitedHealth Group Center for Advanced Analytics™. Results from 2019 campaign data, individual results may vary.

** Data provided by the Center for Advanced Analytics 10/27/2020