

Driving Member Engagement through Targeted Incentives

How Transcarent used targeted rewards to successfully spike Member engagement



The Client

**INDUSTRY:**

Health Plan

**LOCATION:**

West Coast

**COVERED LIVES:**

10,000

The Challenge

A leading west coast health plan, catering specifically to school-based employer groups, with 10,000 covered lives, faced a significant challenge: a substantial portion of eligible adults remained inactive in utilizing available health services. Approximately 2,800 primary Members had yet to activate their health services, presenting an opportunity to enhance Member health and wellness through increased utilization. The health plan aimed to motivate these Members to engage actively with the recently expanded health services.

The Transcarent Solution

Transcarent created a multi-channel incentive campaign executed over a one-month period from October 31 to November 30, 2023. The campaign strategy focused on:

- **Incentivization:** Offering a \$10 gift card for new Member activations and an additional \$10 for existing Members who successfully referred new activations.
- **Multi-Channel Communication:** Leveraging newsletters, emails, direct mail, print collateral, and in-app content cards to reach the target audience effectively.

The campaign's objective was not only to increase activations but also foster meaningful engagement with the app's health services, improving overall Member health outcomes.

CASE STUDY: Driving Member Engagement through Targeted Incentives

The Results

The campaign achieved remarkable success, reflected in the following key outcomes:

- **Increased activation** by 7.5% increase within just one month, totaling 225 new Members engaging with the platform, a 295% increase in total activations compared to the monthly average.
- **Enhanced engagement** post-activation, including 50% more app sessions, and increase usage of provider search functions.
- **Community impact** with 30 Members inviting others to activate leading to a total of 78 referrals. This not only expanded the program's reach but also reinforced the value of mutual health advocacy within the Member base.

Transcarent was able to re-engage longstanding client through a strategic approach to engage Members, resulting in a peak activation period—the third highest since launch. This illustrates the effective deployment of incentives not just at launch, but as a continual lever for growth and engagement throughout the client's journey with Transcarent.

7.5%

Increase in activations within one month

295%

Increase in total activations compared to the monthly average

49

Total surgery leads

Transcarent is the One Place for Health and Care

Transcarent simplifies health and care by providing a personalized app, an on-demand care team, and a connected ecosystem of high-quality digital and in-person care. With transparent pricing and aligned incentives, Transcarent delivers on its promise of accessible, affordable, and high-quality health and care for all.



Learn More and
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Contact us | sales@transcarent.com

