



54% usage uplift maximizes revenue and improves health outcomes with VI Engage

A national healthcare service provider tackles chronic conditions through the power of AI.

CHALLENGE



National healthcare service providers strive to support patients as they manage chronic conditions across a range of health issues. But in order for these programs to be successful — from both a business and health perspective — they require high levels of participation.

This organization had recently invested in a new partnership with a third-party digital therapeutic solution targeting musculoskeletal conditions and was struggling to see a return on the investment. The low levels of participation and engagement in its Musculoskeletal Program was having a negative impact on health outcomes, increasing cost of care, and resulting in suboptimal business metrics for the organization.

OPPORTUNITY



VI Engage helps healthcare organizations evolve from static, time-based communications to dynamic, predictive, and personalized communications. These interventions are triggered via existing digital tools to communicate the right message at the right time to the right people.

SOLUTION



By utilizing VI Engage, the client was able to predict utilization drop-off and attrition risk weeks or months in advance of occurrence, and then configure human and digital interventions across their existing communication channels. This significantly improved engagement and resulted in better health outcomes, lower total cost of care, and increased revenue.

RESULTS

The client saw the utilization of the digital therapeutic solution increase as well as the total months in which the member was engaged. More member months mean more revenue to the organization — and better health outcomes too.

Specifically, the service provider was able to significantly improve engagement metrics across active members:

54%

Usage Uplift

37%

Retention Uplift

26%

Participant Uplift

“Working with VI, we were able to quickly lift engagement by almost 30% in the first year alone. This has been an absolute game changer as far as keeping customers healthy and enabling us to deliver the full value of our platform to millions of people.”

— CPO, Engagement