

Member engagement playbook for Health Plan Leaders

What top-quartile plans do differently to drive engagement to close gaps in care and build healthier member populations



Most plans are paying for disengagement

Member disengagement is a financial problem before it's a program problem. When members don't engage, risks go unmanaged, costs climb, and Star ratings suffer.



Disengaged member

- Avoids preventive care until crisis
- Chronic conditions go unmanaged
- Higher medical spend over time
- ER as primary care entry
- Low HEDIS and Stars performance
- High churn, low satisfaction



Engaged member

- Acts early — prevention over reaction
- Conditions identified and managed
- Lower per-member cost over time
- Makes smarter, lower-cost care decisions
- Stronger quality and Stars performance
- Higher retention, higher NPS

Among U.S. adults, nearly half have high blood pressure, about 2 in 5 have obesity, and roughly 1 in 8 have diabetes. For most plans, chronic conditions like these drive the majority of medical spend, and much of those costs are preventable with earlier engagement. *Source: CDC/NCHS, NHANES, 2021-2023; CDC National Diabetes Statistics Report, 2026.*

5 moves that separate top-performing plans

1

Segment by risk, not just demographics

Stop sending the same message to your entire population. Identify high-risk members using claims data, biometrics, and behavioral signals, then route them to the right intervention before they become high cost. Personalization at this level is the single biggest lever for reducing medical cost trend.



Personalization reduces one-size-fits-all program waste



2

Go digital first with personalized outreach

Meet members where they already are, across push notifications, SMS, email, and in-app, with messages tailored to their specific health journey using behavior, program participation, platform usage, and channel preference. Generic blasts don't move members. Relevant, timely nudges do. Digital-first outreach reaches more of your population with less administrative lift.



AI-driven recommendations surface the right action at the right moment



3

Build behavioral health into the core experience

Don't treat behavioral health as a separate program. Many plans still fund mental and physical health independently, creating gaps in access and engagement. Leading plans embed behavioral support directly into the member experience through digital tools, coaching, and care pathways that are easy to access and use.



Whole-person wellbeing across all health dimensions



4

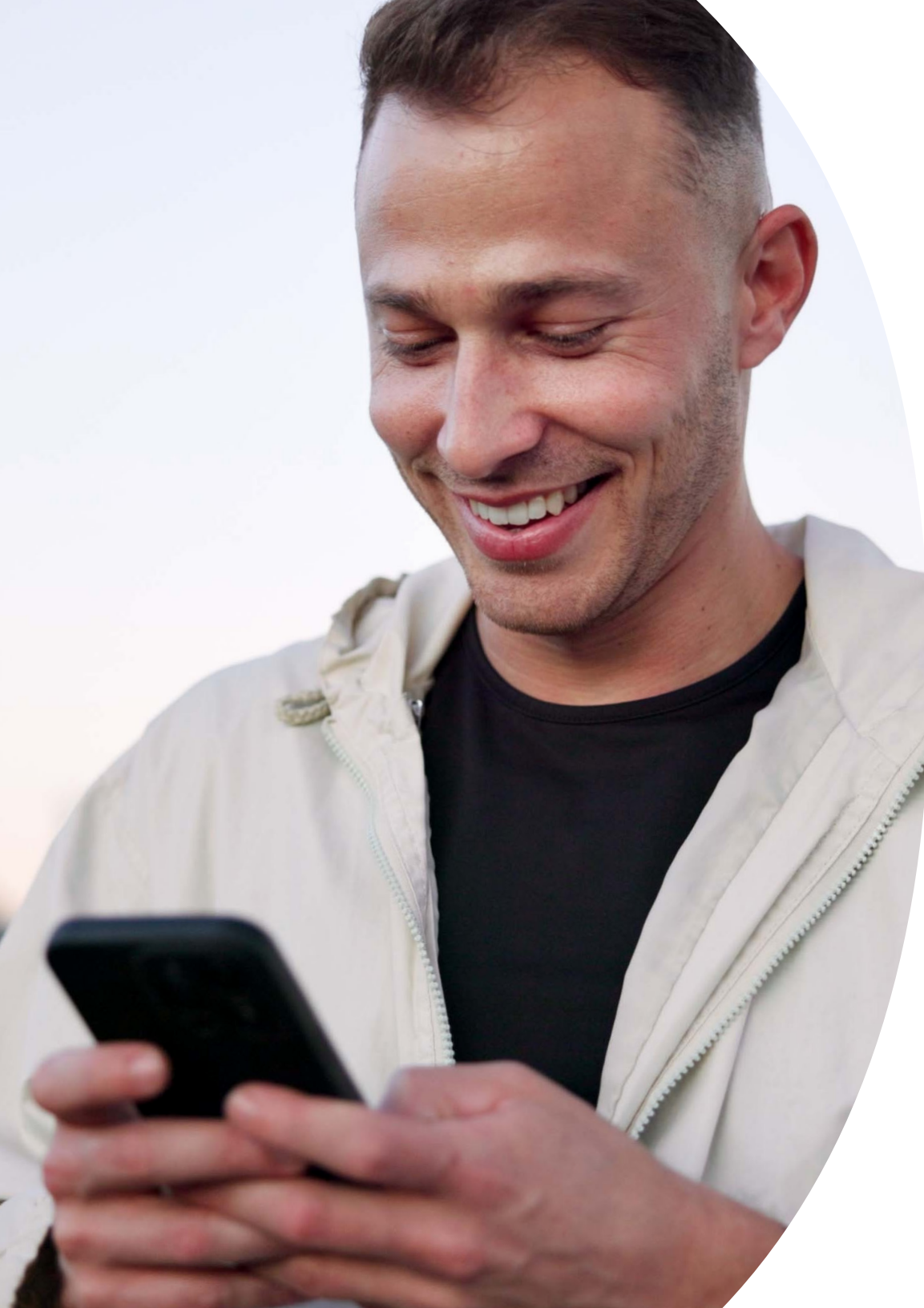
Connect members to the right programs

Members give up when the right care is hard to find. Leading plans curate a vetted set of clinically-backed specialty programs across every health dimension.



Supports gap closure, quality metrics, and risk score performance





5

Consolidate to one platform and measure everything

Point-solution sprawl fragments your engagement strategy. When data lives in a dozen different systems, you can't see the full picture, and you can't prove what's working. Leading plans are consolidating to unified platforms that centralize reporting across every program, so every outcome is measurable and every dollar is accountable.



Unified data makes engagement measurable



5 questions to ask before you commit to a health & engagement partner



1

Is the partner a platform or a point solution?

A point solution fixes one problem and adds another vendor to manage. Ask what a partner covers beyond their headline capability, and what you'd still have to buy elsewhere.

2

Can the partner configure by population or audience?

A commercial book, an ASO group, a Medicare population, and a Medicaid population have different needs. Ask whether one infrastructure flexes across all of them, or whether you're buying separate builds.

3

Is the partner's personalization evidence-based?

Ask whether the content and recommendations are grounded in clinical evidence, not just engagement optimization.

4

Does the partner complement your clinical programs or compete with them?

The right partner connects members to the programs and partners you already offer. Ask how a vendor integrates with what you already run, rather than duplicating it.

5

Can the partner show you the outcomes?

Engagement numbers mean little without a line to cost, risk, and quality. Ask how a partner ties member engagement to medical trend and quality outcomes, and how fast you get that data.

How Personify Health delivers personalization, engagement & scale for Health Plans

Personify Health is the engagement partner for health plans, bringing holistic wellbeing, condition management, and a curated ecosystem of specialty partners together on a single platform, with targeted programs to close gaps in care across whole populations.



PercylQ — AI-powered personalization

AI-driven recommendations engine that surfaces the right content, programs, and health journeys based on each member's individual data. Clinically backed. Personal.



Whole-person wellbeing

Evidence-based programs across physical, mental, financial, and social health. Available in 23 languages across 28 million members worldwide.



Closing gaps in care, at scale

A curated marketplace of 70+ specialty partners across every health dimension connects members to the right programs and closes gaps in care. Members reach outcomes-based programs that deliver measurable clinical impact without added complexity.



Configurable by line of business and group

Flexible design configurations that integrate with your existing ecosystem or can stand alone. Robust reporting gives your team real-time visibility into engagement and outcomes. Group-level customization to retain and grow ASO market share.



“When wellbeing, condition management, and specialty partners live on one platform, every touchpoint is connected and every outcome is measurable, for your members and for your plan.”

Results that hold up



Improved clinical
health metrics



Avg. member
engagement rate



ROI on
wellbeing



Members
worldwide



Health plan
partners



Times recognition
awards winner

**IDC Leader
2025***

Personify Health was named a Leader in the IDC MarketScape: U.S. Patient Engagement and Enablement Technology 2024-2025, recognized for its ability to unify health programs into a single, comprehensive, and engaging platform powered by AI and predictive analytics.

See what better member engagement could do for your business performance.

Book time with our team to talk through your goals and needs. A real conversation with our health & engagement experts, not a pitch.

If you'd like to get started, learn how Personify Health can help at <https://personifyhealth.com/who-we-serve/health-plans/>.

Book a 15-minute conversation →



About Personify Health

Personify Health makes health simpler, more engaging, and definitely personal. We created the industry's first – and only – personalized health platform to help health plans shift how their members approach health. By meeting people where they are, we make it easier for members to build healthier habits and prioritize their wellbeing every day.

Our platform supports the full health continuum, combining cutting-edge AI with compassionate human expertise to deliver a complete ecosystem of solutions, partner integrations, and connected services—all proven to drive measurable, independently validated clinical outcomes. For health plans, that means a powerful way to elevate Star Ratings, strengthen HEDIS performance, and reduce costs, while delivering member experiences that feel intuitive, supportive, and built around real needs.

Personify Health makes engagement easier. And when people engage, better health follows.

Learn more at personifyhealth.com

