

Introducing Activate

Intelligent Outreach Solution for Health Plans



With so much on your plate, you need
a solution that performs for you



With communication to your audience and
connection to your marketing automation tool



Executed with data—combining our SDOH
and predictive models and leveraging both your
data and ours to achieve exceptional reach



Streamlined onto one platform



All while letting you know how your campaigns
are performing in real-time

We drive results for you

+9%

Avg lift in adherence
rates across Diabetes,
Renal Artery Stenosis
(RAS) & Statins*

>90%

Reach on Refill
Outreach

30:1

ROI on Rx Refill
Campaigns

85%

Conversion Rate
of total transfers

+2.3 - 2.5%

Positive impact on overall Star measures
due to adherence programs

Find The People Who Need You

Activate leverages powerful analytics to precisely identify the most receptive individuals so you can focus on those who are most likely to engage.

Supercharge Your Efforts

Activate maximizes your outreach using predictive models, and multiple communication channels to connect with the right people at the right time, ensuring improved health outcomes and member satisfaction.

Customize Solutions for Your Priorities

Activate helps you achieve exceptional results in member experience, closing care gaps, increasing medication adherence, and member retention by tailoring strategies, messages, and delivery methods to meet your goals.

Welcome to Activate, your one-stop-shop for outbound calling needs.

Activate provides advanced data-driven technology and personalized experiences to navigate the challenges of TCPA regulation. With our solution, you can:



Call only the right people:

Our technology uses the Federal Do Not Call (DNC) list and Reassigned Numbers Database (RND) to ensure secure communication with the right people. Prevent missteps that can derail your entire campaign.



Remove the burden of managing consent data:

With our years of experience in executing SMS text campaigns and consolidated consent data handling, you can trust us to provide a robust system for gathering expressed written consent.



Easily update campaigns:

Our advanced campaign management tools update live campaigns swiftly, promoting efficient execution and eliminating downtime.



Reach members in multiple ways:

Health plans leveraging multi-channel communications see direct impacts to medication adherence, HEDIS, and Star Ratings.



Coordinate campaigns:

Our advanced campaign orchestration system bridges gaps among departments from Analytics to Care Management, resulting in enhanced member satisfaction, compliance, and significantly improved results.



Personalize for members:

Personalization is key to effective communication. We integrate responsive messaging to tailor outreach to members' unique needs down to the details of gender and accents through language-specific messaging.

Activate sets the standard for navigating changes in TCPA regulation. Trust us to prepare you, guide you, and guarantee security and compliance.

Secure and Reliable Partner

Data security and privacy are of utmost importance to us.

Our data is HIPAA compliant and protected with security compliances and certifications including ISO27001 (2023), SOC2 Type2 (2023), PCI - Level 3, TrustArc, TRUSTe, GDPR, and HITRUST (2023).



Personify Health, a leading healthcare engagement organization, powers healthier lives through data, technology, and engagement. Through personalized, connected and powerfully simple solutions, we help health plans empower and engage their members, motivating them to stay healthy. Good for member outcomes. Good for quality and Star Ratings. Good for your business.

Learn more at personifyhealth.com

*Statistically significant vs. control group

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