



# How to Connect and Better Engage our Consumers

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# Objectives

- Discuss the importance of connecting with consumers
- Learn successful strategies to keep consumers connected
- Understand tactics to avoid in order to improve enrollment in various health plan programs
- Review some obstacles when attempting engagement
- Explore successful techniques and examples

# Importance of Engagement

- Develop relationships quickly
- Open dialogue
- Increased communication
- Improved compliance



# How do we CONNECT and ENGAGE someone?

- Get their attention
- Get them interested
- Get them involved
- Get them to put forth an effort



# How do we keep them CONNECTED?

- Desire - you need to be passionate about the topic
- Dedication - meet your consumers where they are
- Determination - go above and beyond



# Obstacles when Attempting Engagement

*One of the most unfortunate mistakes we can make is to relate to our obstacles as barriers.*

- Inaccurate contact info
- Knowledge deficit
- Not believing in the mission
  - Unclear expectations
  - Inconsistent leadership
  - Lack of communication
- Lack of confidence
- Flat affect
- Feeling rushed



# Techniques

- Do not rely on a script, but have your talking points
- Be Present and Be Prepared
- Welcoming, respectful and inclusive language
- Find that connection and show your interest!
- Adjust your approach
- Keep practicing

[https://youtu.be/KWtMJEccH\\_8](https://youtu.be/KWtMJEccH_8)

<https://youtu.be/QiSxVF93ymw>



# VM/Email Example

*Good Afternoon,*

*Anthem has added a Care Transitions benefit to your insurance coverage and I have been assigned as your Care Manager. I am a social worker at the Central Ohio Area Agency on Aging and I will be assisting you in getting connected with resources, providers and any services you may need.*

*In light of the COVID pandemic, it is even more important to make sure you are able to stay safe and healthy at home.*

*Please call or email at your earliest convenience. We are looking forward to hearing from you!*



# Amanda's Techniques

## Before the Conversation

- Call at different times each outreach
- Send an email if there is an email address, this helps show the member I am real and allows me to schedule a time to talk to them
- During each outreach, call all numbers that have been associated with member
- Make sure to have all the information pulled up before making the call
- It has been very helpful to have visit summaries or discharge paperwork to establish some trust and have talking points

# Amanda's Techniques

## During the Conversation

- Speak with a smile that transfers over the phone
- Start the call by asking how they are doing generally and then referencing or asking about a specific visit or diagnosis
- Use reflective listening, paraphrasing, and ask open-ended questions
- Show an interest in other aspects of the member's life. For example, if I hear a dog/cat/child in the background I ask about this
- Always share that the program is included in their insurance benefits and no cost to them
- Market yourself as an extra resource for member's to find what they need
- Do not mention that an assessment will be completed. Instead I say a variation of "I would love to ask you some more questions so I can get a better understanding of who you are and what your needs are."
- During the assessment, I allow the conversation to flow naturally. I do not want the members to feel as if this is an interrogation.
- If someone is hesitant, I also share that this is a short-term program, many people are more agreeable when they know it is not a long-term commitment

**References:**

<https://inspirationalperspective.com/2014/09/14/obstacles-vs-barriers/>

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