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/QiSxVF93ymw
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/