

Welltok®

# How to Pick the Right Communications Channels

A Guide for Supercharging  
Your Outreach

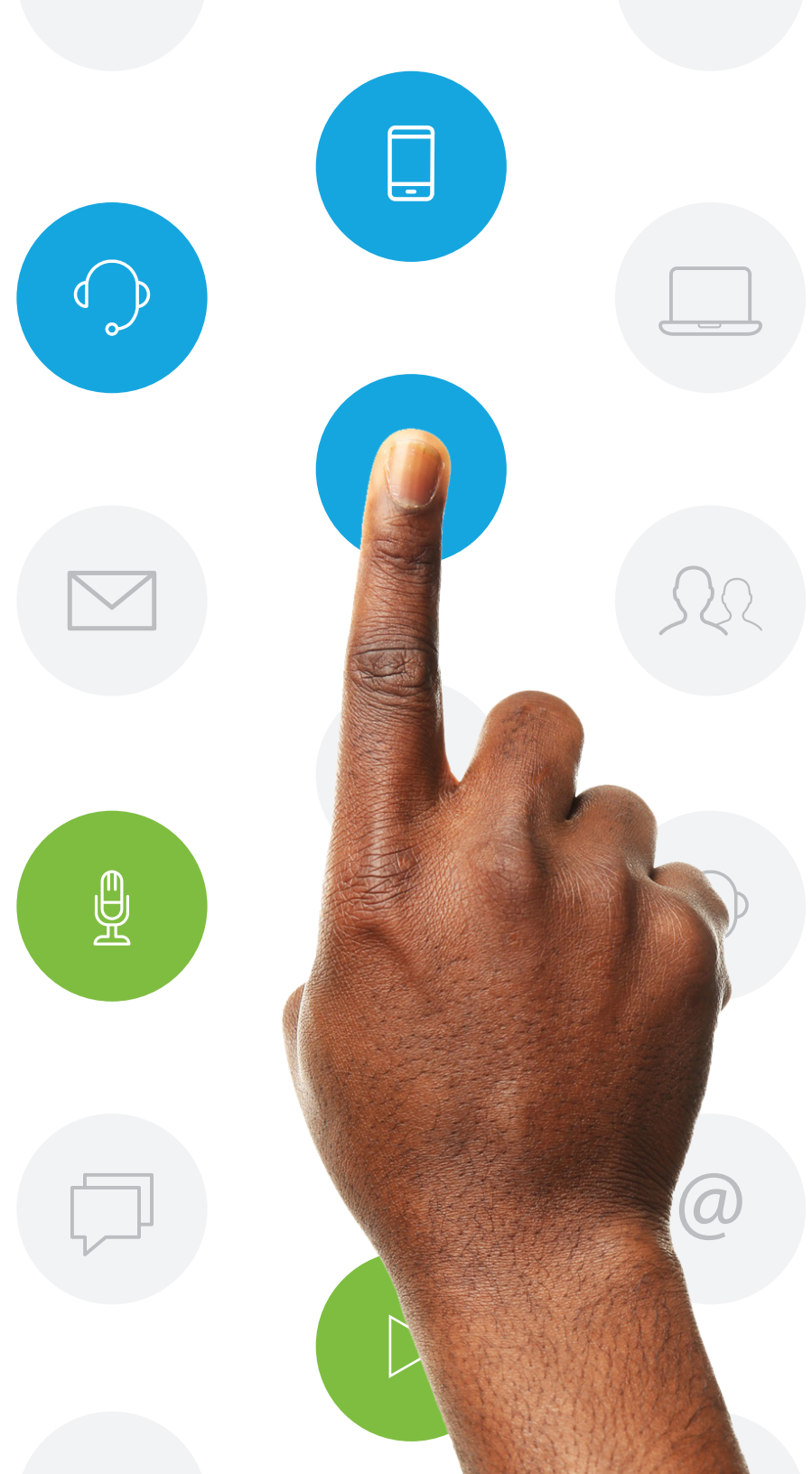


# Making Sense of Multi-Channel Communications

It's increasingly difficult to know when, where and how to engage consumers. A proven way to increase the effectiveness of your outreach—by up to 300%—is running campaigns using 4 or more channels in a coordinated way.

But knowing what channels you should be using together, and for what type of outreach, is both an art and a science!

Use this guide to learn the benefits and best uses for each channel. You'll walk away with clear ideas about how to supercharge your outreach.



# AI Chatbot

It's 6:01 p.m. and your call center just closed – but don't worry! With an AI-powered chatbot, your consumers have 24/7 access to answers!

## Best Uses

- Providing on-demand access to commonly asked questions
- Sharing educational information
- Linking to online resources

## How We Can Help

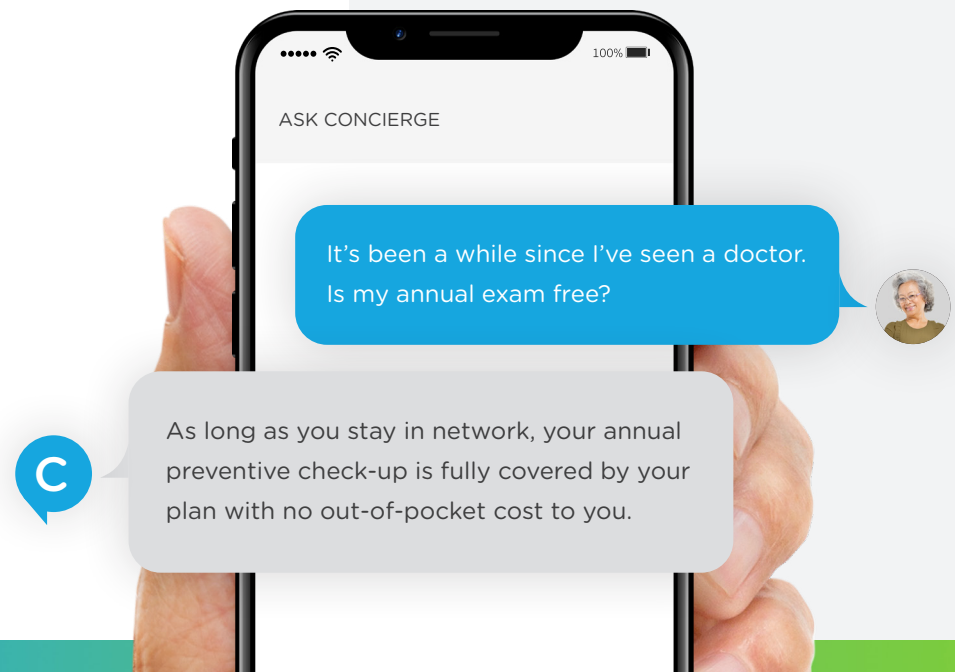
Chatbots that leverage natural language processing and artificial intelligence, like the one Welltok offers, enable you to create a branded, conversation-like experience that's resulted in things like:

- 75% enjoy using the innovative feature
- 74% feel more educated about benefits
- 62% save time finding desired information vs. calling plan or searching for the information



## Pro Tips

Get a head start with a pre-trained AI chatbot that can address the majority of common questions, like if a physician is in network or what the expected copay is for a procedure. You can also drive adoption and engagement by referring to it as an alternative on your call center's hold message.



# Automated Voice (IVR) Calls

Are your call center agents wasting valuable minutes dialing consumers and leaving messages? You can free them up for more high-value conversations, like walking someone through a significant benefit change or conducting a medication reconciliation, by using automated voice (IVR) calls.

## Best Uses

- Communicating longer messages that may be educational in nature (e.g., COVID-19 vaccine availability) or barrier-breaking (e.g., how and why to get the flu vaccine)
- Reaching visually impaired and/or less digitally savvy consumers
- Getting consumers to complete simple tasks like refilling a prescription

## How We Can Help

Automating calls with a partner like Welltok will help you reach more people faster than your agents could when dialing on their own. It also optimizes costs by prioritizing time for high-value conversations, delivering results like:

- 60% campaign authentication rate
- 20% reduction in Rx call center volume
- 16% increase in high-risk members retained



## Pro Tip

Afraid of losing that personal, “white glove” experience? Launch with an “engage and transfer” approach which automates the dialing process and connects consumers with live agents faster.



Beginning in January, a pharmacy you used this year will no longer be part of our network. So, you'll need to choose a pharmacy that is part of our network. This will ensure we cover the prescription medicine you take. To find a network pharmacy, call us or visit us online.

# Direct Mail

We've all asked, "Did anything good come in the mail today?" With over 90% of households bringing in the mail every day and spending an average of 25 minutes reviewing it, direct mail is a valuable channel to strategically work into your outreach mix.

## Best Uses

- Reaching consumers with no email or phone number on record
- Sharing quick, visually appealing information (e.g., introducing a new service line or provider)

## How We Can Help

Welltok's one-stop-shop capabilities streamline the traditional cumbersome direct mail process—doing all the hard work for you. From procuring lists to coordinating with print vendors and USPS, we've delivered successful campaign results for our clients including:

- Up to 10X response rate vs. digital methods
- 30% conversion rate at lower acquisition cost than previously used model
- A 56% improvement in colon cancer screenings over a control group when combined with automated voice (IVR) calls



## Pro Tip

Manage costs by only targeting consumers you couldn't reach through other channels or only those who you know will be receptive to your message.



# Email

“You’ve Got Mail!” Ok, we know that AOL has mostly been phased out, but with 91% of consumers checking their inbox daily, email remains a perfect first touchpoint or follow-up outreach to engage consumers.

## Best Uses

- Providing regular updates, promotions, and longer-form content with visuals
- Summarizing key information and reinforcing messages sent through text or automated voice (IVR) calls

## How We Can Help

Email increased a substantial 107% in effectiveness in 2020 compared to 2019 in reaching and activating healthcare members. Welltok has conducted hundreds of millions of email campaigns, leveraging best practices like A/B testing to achieve results for our clients including:

- 100% accuracy delivering thousands of messages with 0 errors over a 12-month period
- 400% higher engagement with targeted outreach than among self-identified individuals
- Real-time analytics to see the impact (open, opt-out, and click-through rates) so you can continually optimize outreach



## Pro Tip

Don't have enough email addresses on file? An integrated automated voice (IVR) call is an effective way to capture emails and phone numbers, and it also serves as another opportunity to engage and enhance the member experience.



# Landing Pages

Ever clicked on an ad but couldn't find what you were looking for? A well-branded landing page will fix that by meeting the user's expectations and helping you meet your goals.

## Best Uses

- Creating a seamless user experience across channels
- Consolidating information and resources in one place (e.g., wellbeing benefits)
- Providing answers to questions or concerns so people can make educated decisions

## How We Can Help

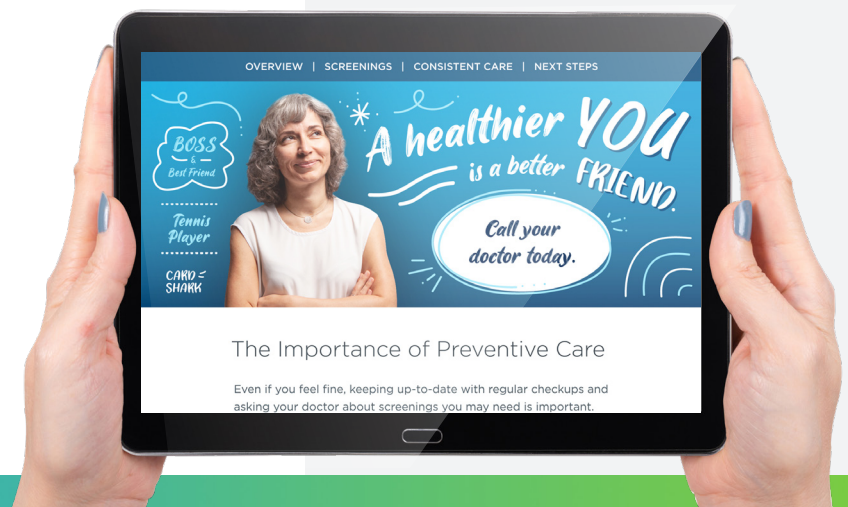
Driving people to a branded landing page effectively connects the dots between multi-channel touches, housing all the information for your campaign in a single, easy-to-manage location. Welltok's custom landing pages have helped clients:

- Improve SEO by featuring content that's optimized for search
- Build brand loyalty by promoting valuable benefits and resources
- Re-target a specific audience after visiting the page
- Capture leads with form fills



## Pro Tips

Make landing pages visually rich to break up large amounts of content and delineate calls to action. Feature most important contact "above the fold", which is before the first scroll, to ensure the highest rate of consumption. Communications directing consumers to the landing page should give them a clear picture on what to expect to avoid confusion or high bounce rates (people leaving the page quickly).



# Social Media Advertisements

When's the best time to remind people about a colorectal cancer screening? When they are in the bathroom scrolling their social media feed! (We know; ew!) But with the average person spending nearly two-and-a-half hours per day on social media, you really can't ignore this channel.

## Best Uses

- Distributing visual content and succinct information (get a flu shot!)
- Connecting with your consumers using multi-media like a video
- Engaging a specific audience such as expecting moms

## How We Can Help

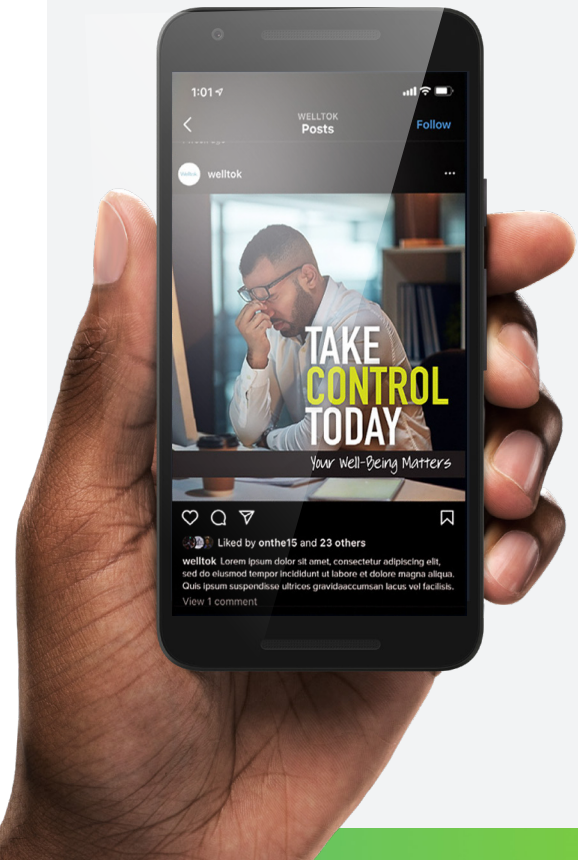
2.7 billion people are active on Facebook and 1 billion are active on Instagram each month. Research also shows that people rely on these channels for healthcare support, research and decision-making. Welltok taps into this opportunity helping our clients integrate paid social media ads into their campaigns to:

- Increase branding and awareness
- Improve reach
- Increase engagement



## Pro Tip

Create highly visual, impact messaging that will cause someone to pause on a scroll. Humor, cuteness, and shock value resonate the most.





# Text Messaging

With 90% of text messages being read within 3 minutes, texting is one of the best ways to reach people wherever they may be. It's also a low-cost, effective way to address inequalities and improve access to information, care and resources.

## Best Uses

- Sharing phone numbers and links
- Ongoing and two-way communications (like our Text4baby program which spans pregnancy through babies' first year)
- Immediate response or verification such as appointment confirmation or request to send information

## How We Can Help

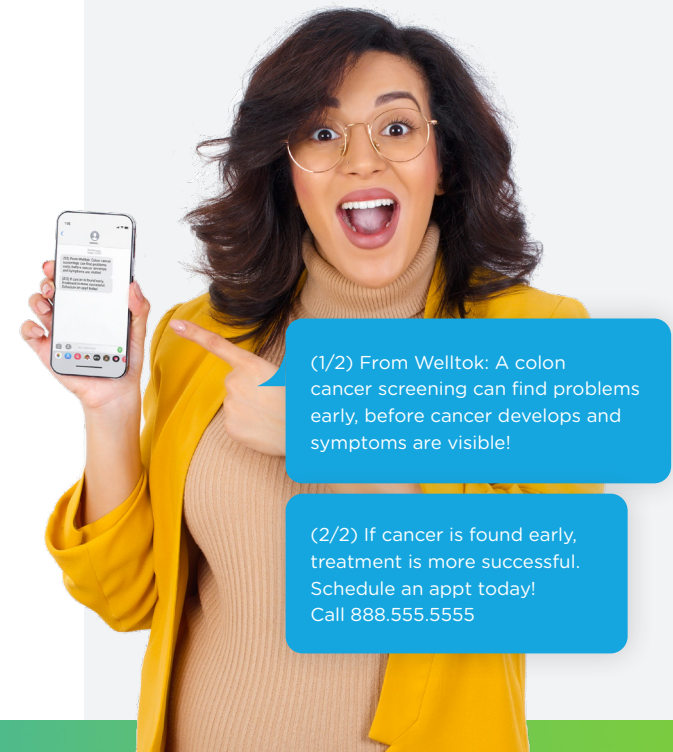
Welltok's clients consistently see below average opt-out rates, proving that this channel is a desired form of communication. We've helped clients navigate compliance protocols and leverage our experience to get texting programs in market fast, delivering results like:

- 16% increase in flu immunizations across 600k members in Kentucky and Arizona
- 76% reach rate and 80% of those reached engaged for the full year in Medicaid educational programs
- 9% opt-out rate for COVID-19 campaign that targeted 220K members with more than 1.7M messages



## Pro Tip

Feel like you don't have enough opt-ins for text messaging to be worthwhile? An integrated campaign featuring an automated voice (IVR) call is an effective way to collect phone numbers and serves as another opportunity to engage and enhance the member experience.



(1/2) From Welltok: A colon cancer screening can find problems early, before cancer develops and symptoms are visible!

(2/2) If cancer is found early, treatment is more successful. Schedule an appt today! Call 888.555.5555

# Supercharge Your Outreach Using Every Available Channel

Now that you know the best use for each channel, how do you know the best ways to combine them to reach your goals?

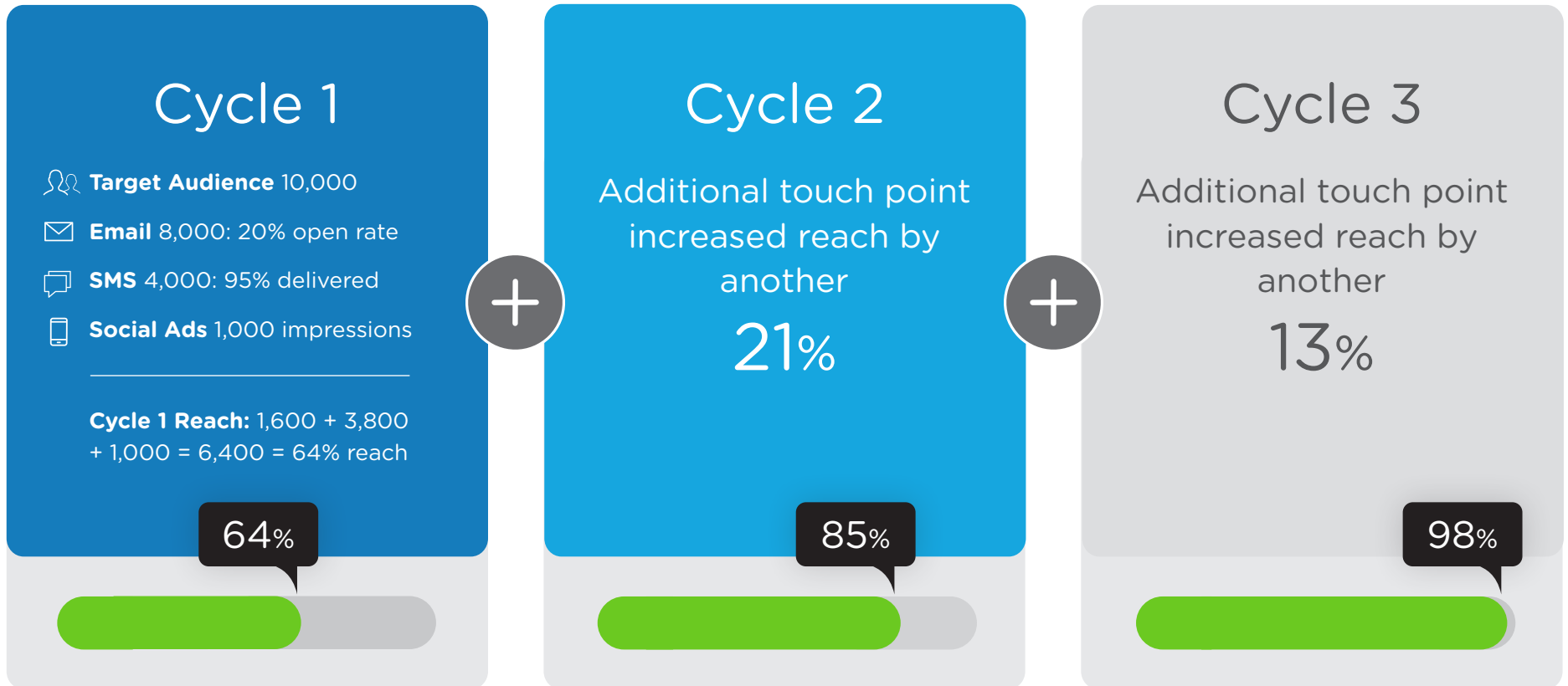
Each campaign is certainly different, but here are a few campaign examples recommended by Welltok's engagement experts to get your ideas flowing.

Campaign Type	Channels
Patient acquisition	<ul style="list-style-type: none"><li>• <b>Postcard</b> to remind about recommended screenings</li><li>• <b>Email</b> invitation to schedule an appointment</li><li>• <b>Text message</b> reminder the day before the appointment</li></ul>
Member retention (onboarding)	<ul style="list-style-type: none"><li>• <b>Automated voice (IVR) call</b> to welcome new members</li><li>• <b>Text message</b> campaign to collect email address</li><li>• <b>Email</b> and <b>direct mail</b> to drive them to a branded onboarding landing page</li></ul>
Employee engagement	<ul style="list-style-type: none"><li>• <b>Branded landing page</b> for mental health campaign</li><li>• <b>Email</b> invitation to join new program on wellbeing platform</li><li>• <b>Text message</b> push notification to encourage program completion</li></ul>



# Eager to drive even more success?

Conduct multiple cycles of communication  
to boost reach



**Total Campaign Reach = 64% + 21% + 13% = 98% of the target audience**

# This is Hard Work - Welltok Can Help!

Doing all of this work is complicated, and it becomes even more challenging when working with multiple vendors.

Welltok's SmartReach™ was designed expressly to manage multi-channel, multi-cycle campaigns. With us, you'll gain a single partner who can do it all for you. We are an extension of your team and together get consumers to take action by providing streamlined access to:

- ✓ An in-house team of engagement experts
- ✓ Advanced analytics to build accurate target lists
- ✓ Targeted multi-channel, multi-cycle engagement across up to 8 different channels
- ✓ The highest level of security and privacy standards
- ✓ Robust reporting to understand the impact of your outreach

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**Ready to get started?**

**Email us at [activation@welltok.com](mailto:activation@welltok.com)**

