



Your Member Engagement & **Quality Improvement Solution**



MemberWell is an integrated Medicaid engagement solution with a proven ROI

MemberWell reduces the cost of care by improving member health. The solution meets the definition of a Quality Improvement Activity. For Medicaid and Medicare health plans, this means that nearly all program costs can be included in the medical portion of the medical loss ratio (MLR). At a state level, it means that MemberWell qualifies for federal matching funding under a Section 1115 demonstration waiver.

Lower the cost of care, improve quality, and make your members smile

Finity has been administering engagement and reward programs for over two decades. Finity's 4E behavior change model has been used by millions of people in both the financial and health care sectors.

MemberWell is the best way to communicate with your members

Everyone loves rewards. Members spend an average of 11 minutes on MemberWell. They view personalized LifeTrack activities, access health and SDOH resources, and schedule doctors' appointments. The site quickly becomes your most powerful member communication tool to support quality improvement, wellness, public health, SDOH, and rewards initiatives.

MemberWell leads your members step by step to reach their goals





LifeTracks

MemberWell LifeTracks are personalized behavior change journeys

Each member is unique. LifeTracks provide the right activities, resources, support, and rewards for each member. Personalized LifeTracks are based on health conditions, wellness goals, and SDOH needs.

Empowering behavior change takes more than smart technology; it takes heart

Your members come from many cultures and backgrounds. Our peer-based, bilingual health coaches and agents provide hope and heart to your members. LifeTracks evolve based on health data and member behavior.

Integrated portals engage all stakeholders in quality improvement



Members can check their LifeTrack activities, receive health alerts, watch health and life improvement videos, take a wellness challenge, access rewards, and schedule doctors' appointments.



Providers can view progress toward value-based payment (VBP) arrangements and access patient profiles. They can send patient appointment reminders as well as health, financial, and SDOH resources.



Payors and self-insured health plans can track cost savings and HEDIS® compliance, and access behavior profiles that provide contact data, activity data, and aggregate and member-level analytics.



State and national health plans can track all stakeholders' data through the administrator portal, including cost savings, ROI, HEDIS® compliance, and engagement across the health care chain.





Let's talk!

To view a demo, have a chat, or just connect, please reach out!

 Call: **800-509-1346**

 Email: **finitysales@finity.com**

 To schedule a demo go to: **www.finity.com**
