



# Member Satisfaction Solution

## We're Icario

Icario is the leading healthcare engagement company, using behavioral research, data science, and deep industry expertise to move people to better health.

**40%**

of Part C CAHPS measures reflect a member's experience

**25%+**

the weight CAHPS bears in a MA plan's Star Rating

**5**

channel engagement approach

**We use technology and behavioral insights to motivate people to take health actions that are good for them. And you.**

### You know members clinically. We know them personally.

We deliver deeper insights—combining demographic, clinical, and consumer data with behavioral research to understand needs and values to personalize the member experience.

### Create personalization that drives member action.

Icario leverages machine learning to connect with members like people—using the best message, best channel, and best outreach sequence for the individual member.

### Apply proven loyalty strategies to optimize performance.

We understand loyalty and member satisfaction—applying our deep industry and regulatory expertise, we help health plans boost quality scores and satisfaction, while driving plan performance and behavior change.

Connecting people to health.

[icariohealth.com](http://icariohealth.com) | [go@icariohealth.com](mailto:go@icariohealth.com)

# We Make a Connection With a Multi-Channel Approach



TEXT  
MESSAGING



EMAIL



INTERACTIVE  
VOICE



DIRECT  
MAIL



LIVE  
AGENT

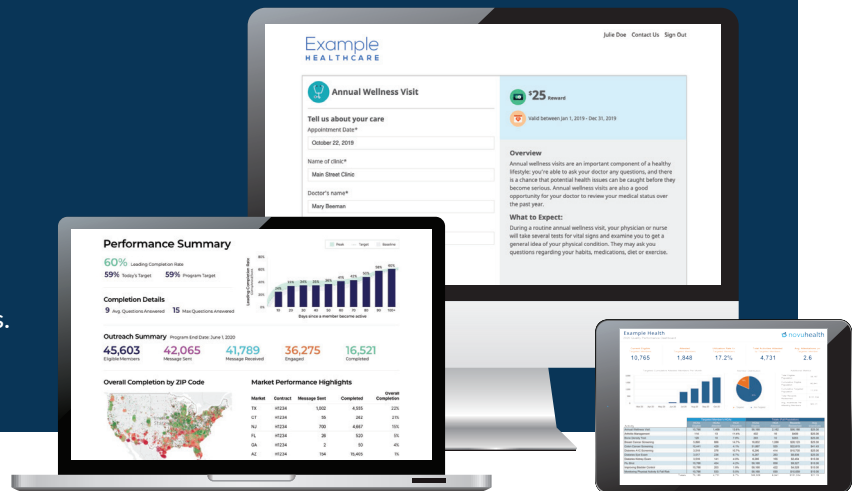
## Raising the Bar on Member Experience and CAHPS

Icario's member satisfaction solution is designed to help health plans proactively address the most common sources of member dissatisfaction—and the Part C measures plans can address directly.

The result is an improved member experience, enhanced member satisfaction, and a positive impact on CAHPS measures.

## Benefits of Icario's Proactive, Member-Centric Approach

- 1 High Impact**  
 We focus on strategically connecting with members who will be affected by plan benefit changes and those who are new—ensuring they have a good experience right from the start.
- 2 Empower Through Engagement**  
 We improve member experience and satisfaction by engaging members and rewarding them for taking health actions.
- 3 Effective Outcomes**  
 By focusing on proactively engaging members using smart sequencing and a personalized approach, we're able to deliver the best results.
- 4 Healthcare Technology so Advanced, it's Human**  
 Let's connect with members like they're humans, drive them to take action, boost loyalty and member satisfaction, and most importantly—improve outcomes.



Get started with an Icario health action program today!

Connecting people to health. [icariohealth.com](http://icariohealth.com) | [go@icariohealth.com](mailto:go@icariohealth.com)

