

Modivcare's E3 proprietary platform and member relationship provides opportunities to deliver dynamic education, identify individual needs and overcome member challenges to living a healthy, independent life.

## The Need

Modivcare partnered with a National Health Plan to help address their challenge of driving member action to close gaps following their standard population-wide outreach.

## The Approach

Modivcare developed a comprehensive outreach program using our E3 dynamic messaging solution. Leveraging Modivcare's Care Center, a team trained in creating meaningful interactions, and the power of connected technology, we sought to drive regular engagement, deliver population-wide education and member specific messaging and empower gap closure behavior over four months.

## The Results

Following the program, Modivcare demonstrated the ability to connect, deliver messaging at a high rate and significantly impact member behavior vs. a control group.

**36%**

MORE MEMBERS TOOK  
GAP-CLOSING ACTIONS



**40%**

MORE GAPS WERE  
CLOSED



**80%**

MORE COLORECTAL  
EXAM GAPS WERE  
CLOSED



**56%**

MORE BREAST  
CANCER SCREENING  
GAPS WERE CLOSED



## Summary

Gaps in care represent opportunities for members to receive important care, but driving action can be challenging. Through our partnership with a National Health Plan, Modivcare demonstrated its ability to successfully engage members, provide important education and empower significant action by members.