

Understanding Today's Healthcare Consumer



People Are Different

At Silverlink, we get that health and healthcare costs – which are enormous, both in size and significance – are actually the sum of millions of personal, individual decisions. When one person decides to smoke, another gets a cancer screening, a third abandons diabetes medication, a fourth switches to mail-order pharmacy – these are the individual behaviors that, taken together, make up the state of our nation's health and the costs associated with it.

That is why, when Silverlink set out to transform healthcare, we went right to the individual. Our entire focus, our mission, and our method are about helping our clients move individual people in impactful, healthier ways – the cumulative effect of which can save millions of lives and billions of dollars.

What Sets Us Apart

Technology, expertise, insights. We use the most sophisticated thinking and approaches from behavioral science and marketing – combined with our patented technology that learns as it goes – to determine what messages move which people, when, and why.

Our technology is the only healthcare communications platform that is purpose-built to enable a test and learn approach – and continually optimize results.

In the last 8 years, we have worked with 80 of the largest and most influential healthcare enterprises in the country to influence over 250 million health decisions.

Our Services

Silverlink provides communications services that motivate individuals to make better health decisions. These services deliver immediate and significant cost savings to both healthcare enterprises and their members. Silverlink partners with the country's leading health plans, population health companies, and pharmacy benefit managers to deliver targeted, personalized communications.

Our services span targeted, single-channel programs through comprehensive services that manage entire communications processes. Programs include health, economic, and administrative behaviors and are focused on the highest impact areas in healthcare.

For more information

One Burlington Business Center
67 South Bedford St. Suite 300E
Burlington, MA 01803

info@silverlink.com
781.425.5700 MAIN
781.425.5757 FAX

www.silverlink.com

Silverlink 

Managed Care Solutions

Loyalty & Member Management

- Loyalty Lifecycle
- On-Boarding
- Win-Back and Transition Management
- Late Payment

Operational & Administrative

- Go Green
- Coordination of Benefits

25% lift in retention of women with families

17% lift in retention to those with a zero medical loss ratio

Pharmacy Solutions

Improving Clinical Outcomes

- Medication Adherence
- Medication Therapy Management

Trend Management

- Retail-to-Mail
- Therapeutic Interchange
- Brand-to-Generic

Operational Efficiency

- Order Status
- Pharmacy Retention
- Refill Reminders

85% improvement in statin adherence

27% of members not planning to refill did refill after hearing an educational message

Population Health Solutions

Quality Improvement & Clinical Monitoring

- Post Hospital Discharge
- Clinical Messaging
- HEDIS Outreach

Engagement Programs

- Lifestyle Management
- Population Health Management

Adherence Programs

- Medication Adherence
- Care Plan Adherence

72% survey completion rate for Medicare patients

29% triaged to case management for follow-up after a hospitalization

Medicare Solutions

Acquisition & Retention

- Member Lifecycle
- On-Boarding
- Member Satisfaction Survey
- Disenrollment Survey
- AEP (Pre & Post ANOC) Communications

Quality Improvement & Performance Measurement

- Star Power™
- Post Hospital Discharge
- HEDIS Outreach

Revenue Optimization

- HCC/Risk Score Optimization

90% participation achieved

60% cost savings over prior year

Medicaid Solutions

Health Management

- HEDIS Outreach
- EPSDT
- Population Health Engagement
- ER Utilization Management
- Medication Adherence

Lifecycle

- Welcome Programs
- Health Risk Assessment Surveys
- Redetermination Outreach

51% improvement in authentication for male Asians

32% improvement in intent for male Hispanic-Latinos

About Silverlink

Silverlink knows the healthcare consumer — and we know every point of contact offers a chance to impact their behavior. Our solutions are trusted by 80 of the nation's largest and most influential health plans, pharmacy benefit managers and population health companies to build stronger relationships with consumers and dramatically lower costs. Silverlink's unique approach combines real-time consumer interactions, behavioral insights and process innovation to unlock the value that consumers represent in healthcare's complex cost equation.

To learn more about what makes Silverlink the leader in healthcare consumer communications, please visit www.silverlink.com, email info@silverlink.com, or call 1.781.425.5700.