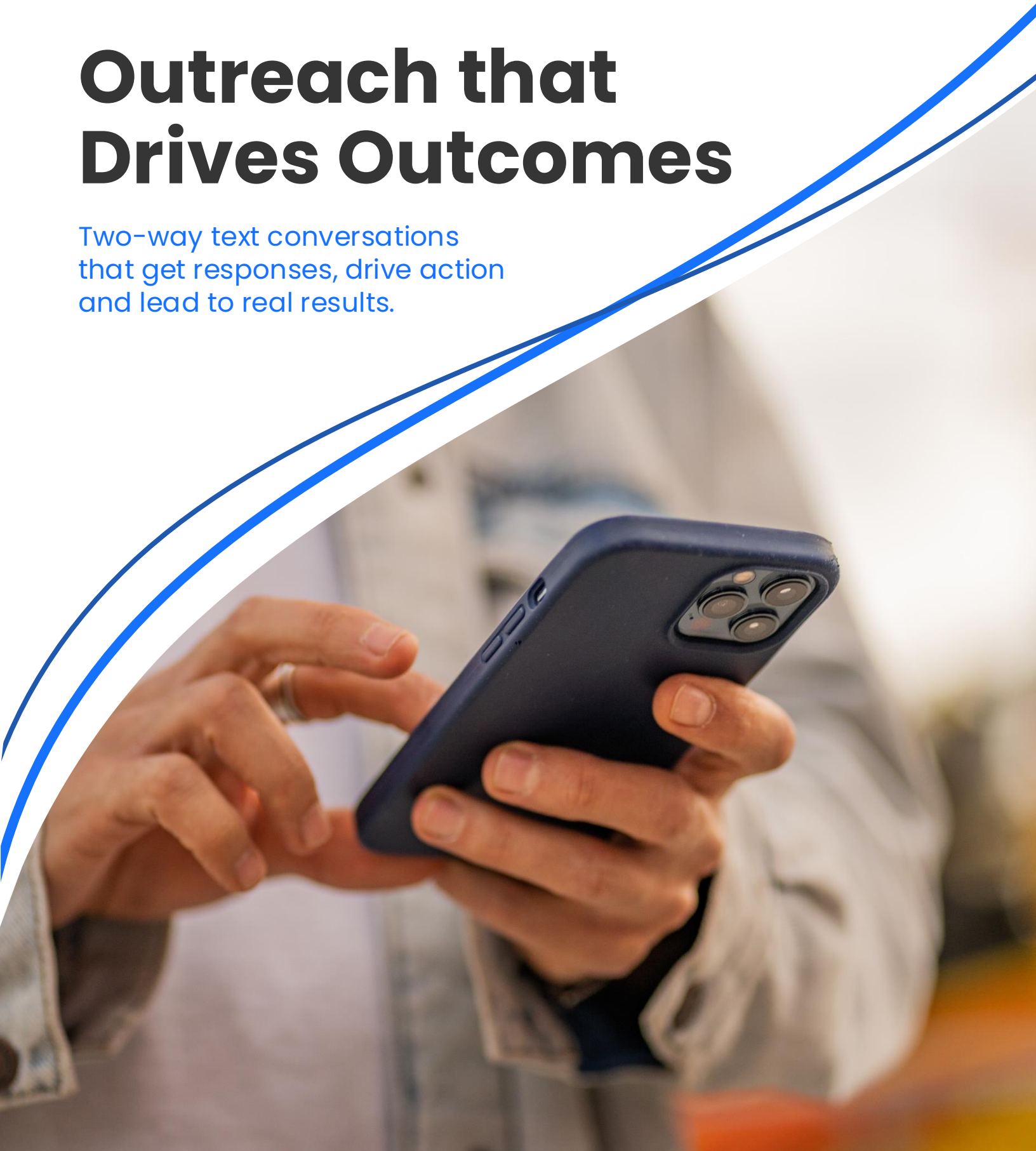




# Outreach that Drives Outcomes

Two-way text conversations  
that get responses, drive action  
and lead to real results.

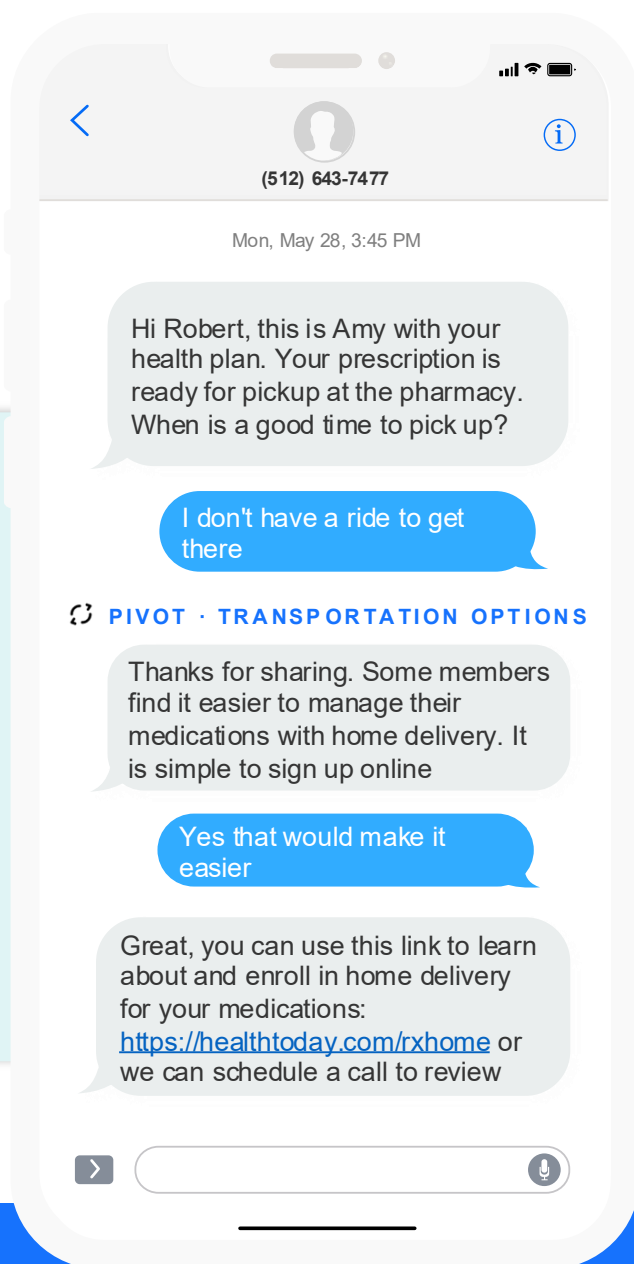


# People don't respond to messages. They respond to conversations.

Most messages talk at members, not with them. Drips conversational text outreach starts with a question and ends with an action.

Members still miss refills, skip appointments, and lapse renewals.

Drips Connect adapts to every response until the action is completed.



**\$3-\$5 PMPM**

average value across  
payers and lines of business

**30 days**

to a fully managed  
program, ROI in 90 days

**5 of 10**

of the top 10 healthcare  
payers trust Drips



# Traditional outreach sends messages. Drips delivers completed actions.

Drips converts outreach into action, driving revenue, quality, and cost outcomes for health plans.

**30%-35%** higher engagement

## OUTCOMES DRIVEN

---

A team, not a tool. Drips manages outreach, conversations, and the KPIs

**Zero** compliance violations

## COMPLIANCE PROVEN

---

Deterministic decisioning, auditable logic, consent-aware, TCPA and HIPAA embedded

**850M+** human conversations

## CONVERSATION POWERED

---

Conversation intelligence shaped by real responses and how people actually engage.



# Proven Financial Impact

From reduced readmissions to higher refill rates, Drips is built for the metrics you're measured on.

## REVENUE PROTECTION

Every missed preventive visit or risk assessment is revenue left on the table. Drips closes the gap between scheduled and completed.

**\$11M gross margin** from additional 4% lift in AWVs

**\$1.7M impact** from additional 15% HRA completions

## QUALITY + COMPLIANCE OUTCOMES

Medication adherence and care gap closure drive quality performance and bonus dollars. Drips moves the member behavior the measure depends on.

**\$6.7M+** gross margin impact from improved refill rates

**+6% lift** in completed CMRs

## COST OF CARE

Avoidable ER visits and readmissions hit MLR directly. Drips catches the gap before it becomes a claim.

**\$3M gross margin** from avoided ER visits

**\$14.44 PMPM** impact from reduced readmissions

## Proven impact across programs that matter

- HRA Completion
- Annual Wellness Visits
- Medication Adherence
- Medication Reviews
- Primary Care Visits
- PCP Selection
- Care Gap Closure
- Women's Health Screenings
- Preventive Care
- Post-Acute Follow-Up
- ER Diversion
- Enrollment & Retention

Success Story: **Regional Health Plan**

# 2-4x Goal Achievement From Drips Member Outreach

A regional health plan partnered with Drips to scale AI-driven SMS and voice member engagement, improving quality measures and reducing manual burden.

Drips focused on driving member action across multiple programs including annual preventative visits (AWV/APV), medication adherence and preventative screenings.

## Drips Impact

**\$5-\$7M**

estimated annual  
gross margin impact  
across programs

**17K**

preventative  
visits completed  
**262% over goal**

**2,100+**

care gaps  
closed **462%**  
**over goal**

**390%**

over goal,  
improved Rx refill  
performance

Annualized PMPM estimate based on performance to date (~8 months of program activity)  
Over goal compares Drips performance to regional health plan internal targets

## Engagement at Scale

- **11X** increase in engaged members (YoY)
- **250K** members engaged annually
- **21%** of conversations continue beyond 3 messages



**2-4X**

higher program  
results vs. goal





## Conversations that click.

More outreach is just volume.

Drips gets people to respond, trained on nearly a billion regulated-industry interactions—so we know how to do it right.

**Drips.com**

