

Case Study: Improving D-SNP Enrollment for a Large National Health Plan



A national health plan expanded its partnership with BeneLynk to improve D-SNP enrollment among members who had previously engaged with its dual-eligibility advocacy services.

The Challenge

Many members eligible for D-SNP enrollment either do not fully understand the additional benefits available to them or fail to take the next step during the enrollment process. Even when plans identify eligible members, outreach can be difficult if no existing relationship or trust has been established with the member. A health plan partner that used BeneLynk's Dual Lynk service asked BeneLynk to re-engage this hard-to-reach population after several attempts on its own.

The Solution

BeneLynk leveraged existing member relationships to conduct targeted D-SNP education and outreach. During these conversations, advocates educated members about D-SNP benefits and eligibility and warm-transferred interested members directly to the plan's internal enrollment team. Because BeneLynk's advocates had already established relationships with these members through earlier outreach and support, members were more receptive to conversations about D-SNP enrollment and benefits.

The Result

The program was a success and resulted in:

- **860 enrollments**
- **\$1.41M estimated incremental annual ELTV**
- **242% ROI**
- **42% engagement rate**

About BeneLynk

BeneLynk is a national provider of outreach and advocacy services for government-sponsored health plans. We engage members to understand social care challenges and provide professional advocacy to access benefits. BeneLynk removes barriers to help members live their healthiest lives.

