Driving HRA Completion in California's D-SNP Population

Maximizing Member Engagement and Compliance with Ushur's Invisible App™

Health Plan improvement in D-SNP engagement rates

23.92%
HRA completion rate among D-SNP audience

3 days
to launch full workflow and begin collecting responses

Opportunity

A leading California-based Medicaid health plan, serving over 1 million members, faced a critical challenge in improving a key HEDIS measure related to Health Risk Assessment (HRA) completion. Specifically, the plan needed to increase engagement with its Dual-Eligible Special Needs Plan (D-SNP) population—a segment comprising highly vulnerable, difficult-to-reach members.

Complicating the effort, the organization required a HIPAA-compliant digital self-service solution that could efficiently facilitate HRA completion while ensuring adherence to the 90-day compliance requirement. Existing methods were ineffective in driving meaningful engagement, necessitating a transformative approach.

Action

To address this challenge, the health plan partnered with Ushur to deploy a seamless, intelligent member engagement strategy. Leveraging Ushur's Invisible App™, the organization:

- **Proactively engaged** D-SNP members via SMS, directing them to a secure, interactive digital HRA.

- **Enhanced the self-service experience** with a HIPAA-compliant, guided workflow that simplified the completion process.

- **Increased response rates** with automated follow-up reminders, ensuring members completed their HRAs within the compliance window.

- **Empowered care management teams** with real-time, actionable data, enabling timely intervention for high-risk members.

- **Accelerated implementation** by building and launching the entire workflow in just **three days**, underscoring Ushur's industry-leading time-to-value.
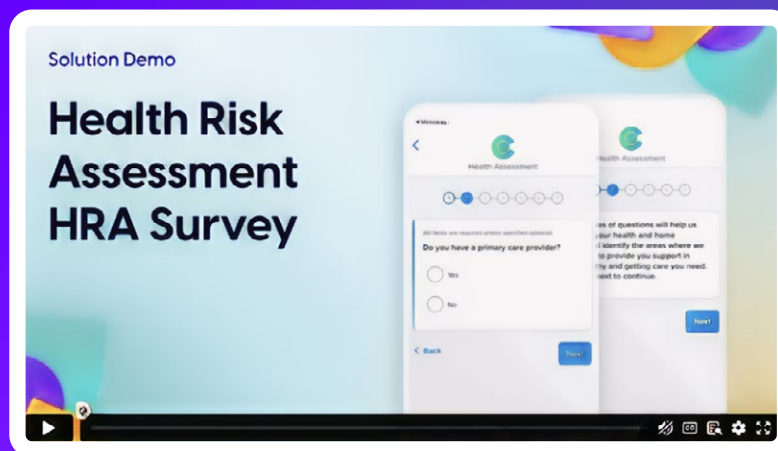
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Impact

The impact of Ushur's Customer Experience Automation™ was immediate and measurable:

- **23.92% HRA completion rate** among the traditionally hard-to-reach D-SNP audience.

- **Significant improvement** in HRA completion rates compared to prior outreach methods.

- **Rapid deployment**, with the full workflow designed and implemented in just three days.

Conclusion

By leveraging Ushur's Invisible App™, the health plan transformed member engagement for the traditionally hard-to-reach D-SNP population, while streamlining operational efficiency and maintaining the highest levels of compliance. This case study exemplifies how **Health Plans can harness AI-driven automation to drive meaningful member interactions and optimize health outcomes at scale. With Ushur's purpose-built, no-code automation platform**, enterprises can achieve the fastest time-to-value while delivering personalized, impactful digital experiences.

Visit us and check out the demo at:

ushur.ai/resources/driving-hra-completion-in -californias-d-snp-population

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