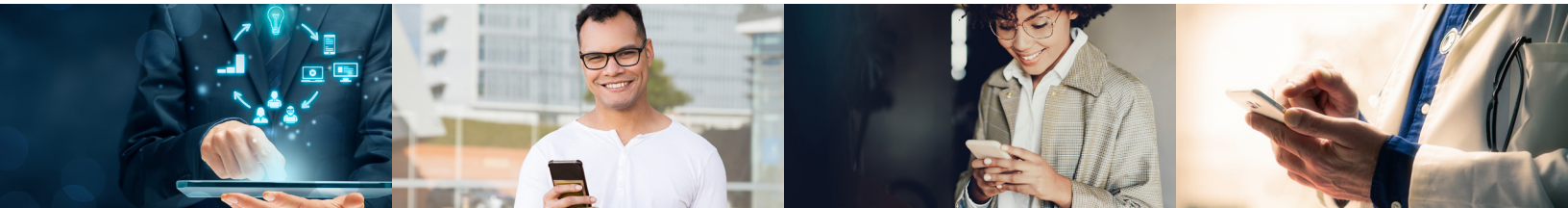**MOBILE APPS:**

THE FUTURE

OF MEMBER ENGAGEMENT IN MEDICAID DENTAL PROGRAMS

SKYGEN®

Mobile applications (apps) have become a prime engagement strategy in the modern consumer experience. Eighty-six percent of U.S. adults own a smartphone, giving organizations an opportunity for consumer reach that's simply too good to pass up.[1] As the patient experience becomes the key driver of healthcare business performance, healthcare organizations are investing in mobile apps to improve patient and member engagement.
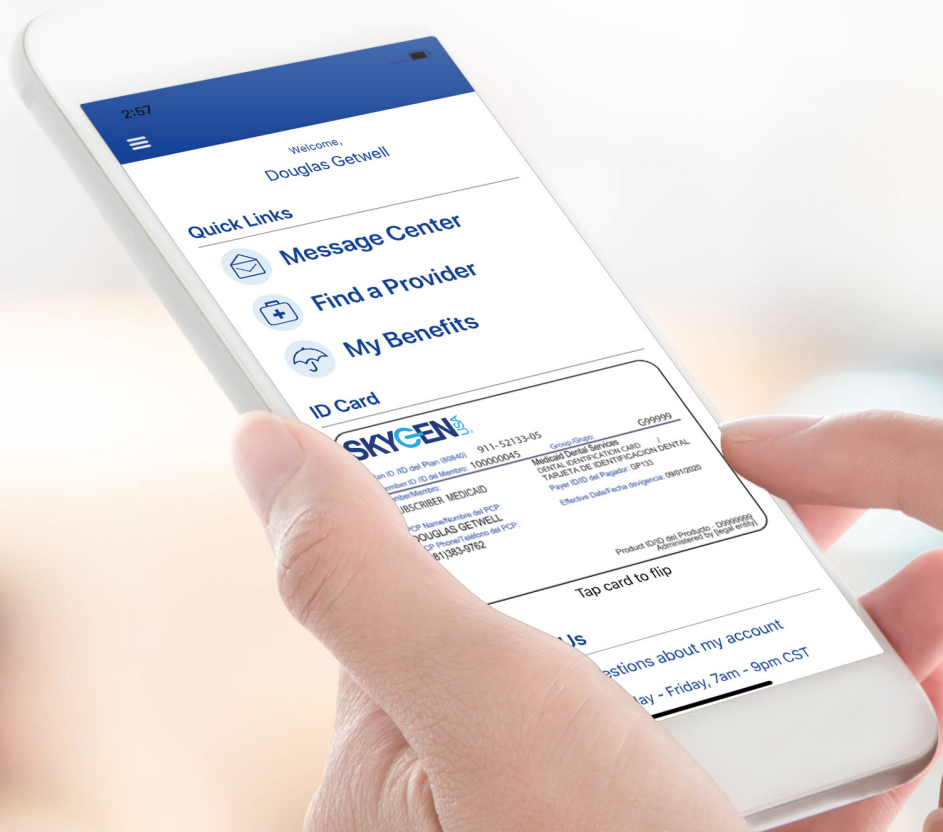
318,000
Health and fitness apps available in major app stores[2]

66%
of the largest U.S. hospitals use mobile health apps[3]

Though healthcare organizations are showing leadership in digital member/ patient engagement, Managed Care Organizations (MCOs) haven't pursued mobile apps for their Medicaid programs. Misperceptions about Medicaid beneficiaries could be the reason. However, research indicates MCOs are missing out on a significant opportunity:

- Adult Medicaid beneficiaries own smartphones and tablets at similar rates to the general US adult population.[1]
- Adult Medicaid beneficiaries' use of health technology is similar to all US adults, especially in terms of refilling prescriptions, receiving alerts/ reminders to take prescriptions, and monitoring health issues.[1]

Mobile apps represent an innovative strategy for digitally reaching Medicaid dental, medical and vision program members that may be more effective than ever before.

Similar rates of mobile phone usage by adult Medicaid beneficiaries and all U.S. adults.

86%
Adoption of digital technology

A Mobile App can Enhance Your Medicaid Dental Program

MCOs have several challenges to competing effectively and controlling costs in their markets. They need to differentiate themselves from competitors, and demonstrate value, including good steward-ship of Medicaid dollars, to state clients beyond the cost efficiency of managing their dental program. A member mobile app creates an all-in-one solution to many of these challenges. Perhaps most importantly, use of app technology can improve member experiences by providing plan information, benefit eligibility, and member education materials all in one place.

"Member mobile apps are personal, portable, convenient and direct. They enable Medicaid programs to reach members with preventive oral care messaging and education for improved oral health literacy, which can enhance members' oral health and whole-body health."

Shirley A. Spater, DMD, MPH
Clinical Director, Benefits Management
SKYGEN USA
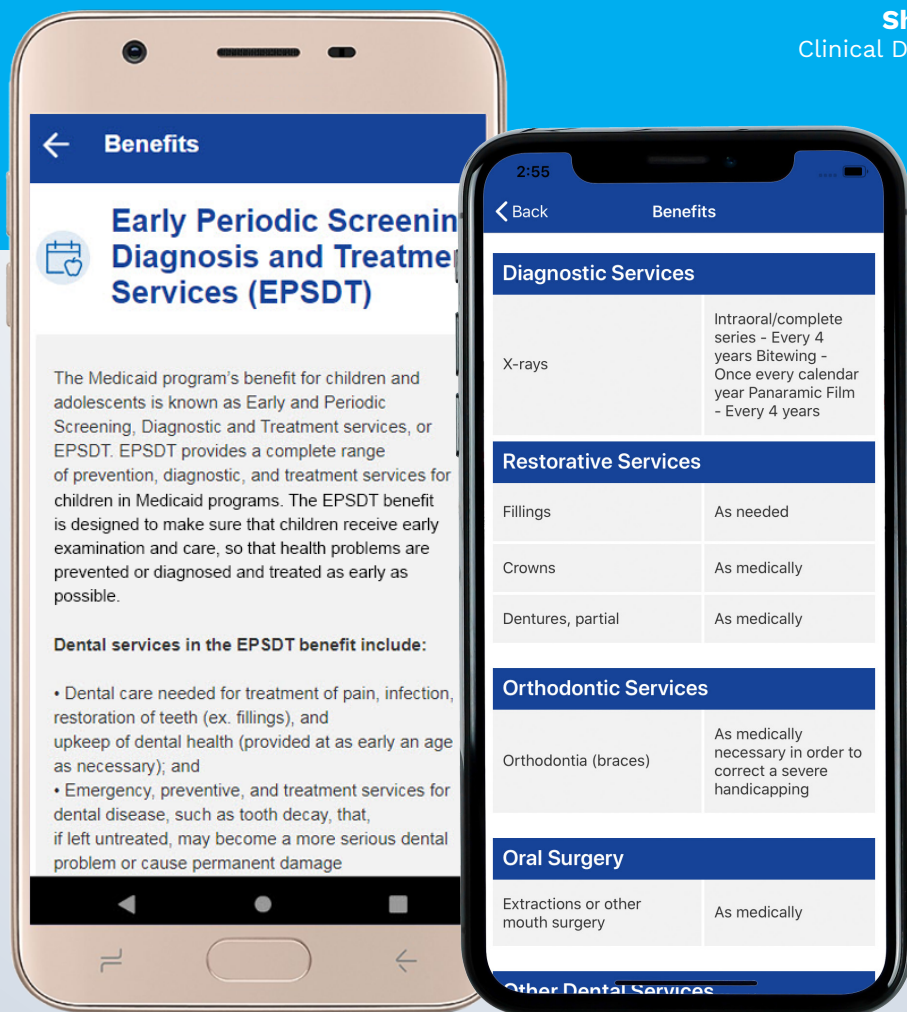
Here are five of the top reasons to consider integrating a member mobile application in your Medicaid dental program.

1. **Make your member experience a differentiator.** Enhance competitiveness with state carve-out business with a technology solution that improves access and provides better member experiences. MCOs gain the ability to push preventive care reminders through technology that's already in members' hands. They can also push information that helps remove the barriers of limited health and information literacy.

2. **Improve access to care.** A mobile app can help MCOs better meet the needs of the Medicaid population and overcome common barriers to access to care:
   - No computer needed
   - The app is free to use
   - No more need to request replacement member ID cards
   - Members are already familiar with the technology
   - Apps can easily be delivered in multiple languages

   By enabling better access to care through a mobile app, MCOs can ramp up their strategy for improving HEDIS® scores.

3. **Reduce benefit and administrative costs and drive better oral care.** A mobile app for Medicaid dental programs can reduce cost of care by driving members to dental providers who deliver the most appropriate and effective care. It can reduce complex cases by increasing use of preventive services through oral health reminders. A mobile app can also reduce call center and administrative costs by providing members with plan design, accumulator and health education information.

4. **Increase member satisfaction.** A mobile app delivers simplicity and convenience with technology Medicaid members already use to manage their daily lives. It provides easy access to information about free dental services. All of the information members need to use their dental benefits is contained and available in a single, portable place.

5. **Generate data that can be used to improve the member experience.** Through member surveys and other feedback tools, MCOs can discover opportunities for improved plan design and better provider performance. With a mobile app, surveys can be pushed to members at designated intervals or trigger events to boost their participation.

In a recent study, 38% of diabetics reporting "poor to fair" oral health experienced a diabetes complication.[4] Given the prevalence of diabetes among Medicaid members, preventive care reminders pushed through a mobile app could make a significant positive impact on oral health for members with diabetes, which could improve their overall health and reduce healthcare costs.

What to Look for in a Medicaid Member Mobile App

When making a purchase decision for Medicaid member mobile app technology, the key is a balance between simplicity and functionality in the member experience. Too many functions or information can make the user experience overwhelming, while too few make the app irrelevant to members.

### Easy to understand language, and an intuitive user interface
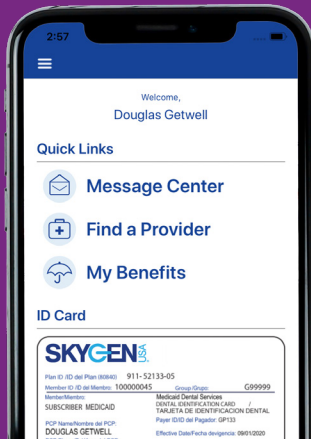
Ability to do push notifications, such as giving members preventive care reminders, or other notifications— without having to login to a separate website.
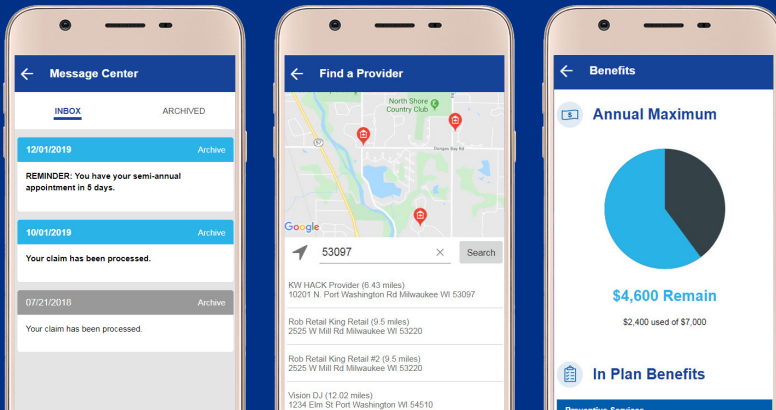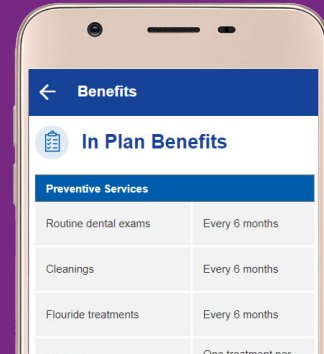
All of the tools to use Medicaid benefits, at members' fingertips

- Benefits information

- Member ID card they can present at a provider's office at the time of service

- Find a Provider, linked with a mapping tool and the flexibility to search for a provider near members' current location or from a zip code of their choosing

Member feedback tools regarding service experience and provider interaction
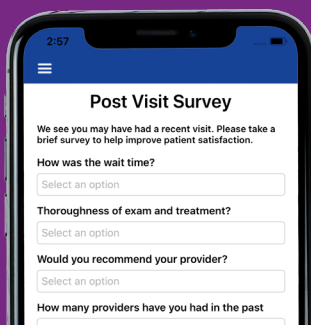
Ability to easily login and manage benefits

Putting all of this functionality in members' hands will enable better engagement with their plan and benefits, and ultimately, peace of mind for state administrators knowing their MCOs are focusing more dollars on better care for their Medicaid populations.

A New Member Engagement Solution

Mobile apps have become the latest innovation in Medicaid member engagement. In addition to improving the member experience, use of a mobile app can support other program strategies, such as success in implementing dental homes.

With a mobile app, MCOs can push notifications to members who have been assigned a dental home but have not yet scheduled an initial exam.

Mobile apps have the potential to change the way Medicaid programs are managed by driving better oral care, reduced costs through better use of preventive care, and a better member experience.

When you're ready to improve your members' experience and access to Medicaid care, contact SKYGEN USA to schedule a demonstration of our new mobile application for Medicaid dental program members.

About SKYGEN

SKYGEN powers transformation of specialty benefits administration with technology and service solutions that reduce healthcare costs, improve access to care, increase healthcare value and elevate experiences and satisfaction for all stakeholders. SKYGEN partners with healthcare payers, delivery systems, and state regulatory agencies to administer dental and vision and other specialty benefits in both commercial and government markets. With its intelligent software-as-a-service (SaaS) automation, third-party administration (TPA), marketplace connectivity and risk management solutions, SKYGEN powers the nation's leading healthcare organizations and serves 44 million member lives across all 50 states plus the District of Columbia and Puerto Rico.

For more information, please visit **SKYGENUSA.com**.

SKYGENUSA.com

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