

Carenet Health  
Email campaign for "Understanding the Health Insurance Member Experience" survey

**Buyer persona: VP Operations**

**Email #1**

**Subject line A: 70% of members are loyal when health plans do this**

Preview copy: Learn how to improve retention and loyalty with our recent consumer insights survey.

**Subject line B: Here's what really drives member loyalty in 2023**

Preview copy: Learn how to improve retention and loyalty with our recent consumer insights survey.

**Subject line C: [Survey] 70% of members reveal the secret to loyalty**

Preview copy: See what else our recent consumer insights survey revealed.

**Subject line D: How to Improve Member Loyalty in 2023**

Preview copy: Learn how to improve retention and loyalty with our recent consumer insights survey.

Body copy:

Hi [FIRST NAME],

With customer experience metrics now determining 57% of overall Star ratings, member engagement has never been more important for retention.

When members feel that their health plans care about their health and well-being, they're loyal consumers.

And while there are many strategies to drive member engagement, they all come down to one simple idea: communication.

That's according to our recent survey, "Understanding the Health Insurance Member Experience," which revealed more than 70% of members say they're very loyal to their health plans when they receive regular correspondence.

Want to learn more about what members think about and need from their health plans? Download the survey.

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**Email #2**

**Subject line A: More than 50% of members want live, real-time support**

Preview copy: Learn what our recent consumer insights survey revealed about the best channels to engage with members.

**Subject line B: [Survey] 50%+ of members prefer phone vs. chat**

Preview copy: See what else our recent consumer insights survey revealed.

**Subject line C: “Hello, can you hear me?”**

Preview copy: Learn what 50% of members say about their communication preferences, plus other valuable insights from our 2023 survey.

Body copy:

Hi [FIRST NAME],

Today’s consumers are all about quick and convenient: apps, email, SMS, and chat.

Yet when it comes to the healthcare member experience, surprisingly, a majority prefer an old-fashioned phone call.

According to our recent survey, “[Understanding the Health Insurance Member Experience](#),” more than 56% of members prefer live voice over chat to resolve their issues in real-time.

And while they may prefer live support, that doesn’t necessarily mean they’re satisfied with the experience.

Among the reasons they cited for a poor experience?

- Long wait times.
- Lack of understanding.
- Poor continuity.
- Language barriers.

Want to learn more about what members really think about their health plans and how to address these challenges? Read the survey now.

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**Buyer persona: VP Quality**

**Email #1**

**Subject line A: Nearly 35% of members are frustrated with phone support**

Preview copy: Learn what our recent consumer insights survey revealed about the call center.

**Subject line B: Nearly 35% of members have a poor member experience**

Preview copy: Learn what our recent consumer insights survey revealed about the call center.

**Subject line C: [Survey] 35% of members want multi-language support**

Preview copy: See what else our 2023 consumer insights survey revealed.

Body copy:

Hi [FIRST NAME],

With an estimated [68 million people](#) in the U.S. who have limited English proficiency (LEP), providing language access and ensuring compliance are top priorities for health plans like yours.

Unfortunately, language access is one area that continues to be a challenge.

According to our recent survey, "[Understanding the Health Insurance Member Experience](#)," more than 1/3 of health plan members say their experience with telephone support is unfavorable because of language barriers.

These findings highlight the need for health plans to not only provide multi-language support but also to continually measure metrics that lead to improvements and ensure performance.

Want to learn more about what members really think about their health plans? Download the survey today.

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## Email #2

### **Subject line A: 90% of members want a better call center experience**

Preview copy: Learn what our 2023 consumer insights survey revealed about what members need and want from their health plans.

### **Subject line B: [Survey] 90% of members want this from the call center**

Preview copy: See what else our 2023 consumer insights survey revealed.

### **Subject line C: 90% of members want knowledgeable call center reps**

Learn what our recent consumer insights survey revealed about what members need and want from their health plans.

Body copy:

Hi [FIRST NAME],

Oftentimes, the first touchpoint a member has with their health plan is a customer service call.

They need help understanding their benefits and services and have questions about what's covered.

Above all, they want a quick resolution.

Also important: feeling that they have a trusted, compassionate relationship with their health plans.

Yet without these pieces in place, retention rates can suffer.

In our [recent survey](#), "[Understanding the Health Insurance Member Experience](#)," we explored what members really want from health plans and discovered nearly 90% say phone representatives who are knowledgeable and well-versed in healthcare is critical.

Want to learn more about what members think about health plans? Get the insights now.

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**Buyer persona: Chief Medical Officer or Medical Director**

**Email #1**

**Subject line A: [Survey] 90% of older adults want digital experiences**

Preview copy: See what else our 2023 consumer insights survey revealed.

**Subject line B: The #1 channel for improving engagement**

Preview copy: Learn what older adults want from their health plans in our 2023 consumer insights survey.

**Subject line C: [Survey] 90% of older adults prefer this channel**

Preview copy: See what else our recent consumer insights survey revealed.

Body copy:

Hi [FIRST NAME],

Member engagement is the way to better health outcomes, lower costs, and increased patient and member satisfaction.

And older adults want the same convenient, digital experiences from healthcare that they're accustomed to with retail, banking, and other industries.

In fact, our recent survey, "Understanding the Health Insurance Member Experience," revealed that nearly 90% of those age 60 and older say using technology to manage their healthcare is important.

Want to learn more about what older adults say about engagement and think about their health plans? Download the survey today.

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**Email #2**

**Subject line A: [Survey] 30% of members lack benefit awareness**

Preview copy: Uncover gaps and learn what members really think about their health plans in our 2023 consumer insights survey.

**Subject line B: [Survey] Nearly one-third of members lack benefit awareness**

Preview copy: Uncover gaps and learn what members really think about their health plans in our 2023 consumer insights survey.

**Subject line C: [Survey] 30% of members lack benefit awareness**

See what else our recent consumer insights survey revealed.

**Subject line C: Why your call center is stretched thin [Survey]**

30% of members lack benefit awareness which could be putting an undue burden on your resources.

Body copy:

Hi [FIRST NAME],

If your customer call center agents are spending more time explaining benefits to members rather than resolving their issues, a lack of awareness, education, and high-touch member engagement could be to blame.

Findings from our recent survey, “Understanding the Health Insurance Member Experience,” reveal that more than one-quarter (28%) of members say their level of understanding of all the benefits their health plan offers is either *fair* or *poor*.

Fortunately, addressing the lack of awareness isn’t as challenging as you think.

Learn more about how to effectively educate and engage members, plus, explore other valuable insights from the survey.

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