

ONTRAK OUTREACH

Systemically connect with members to boost program participation and optimize plan utilization.

Our highly trained Member Enrollment Specialists know what it takes to connect with members and put them on a path to long-term health and wellbeing.

- ✓ Diverse team—trained for cultural competence
- ✓ Experts in empathy-based motivational interview techniques
- ✓ Persistent, warm, trust-building outreach
- ✓ AI-infused technologies

150

Calls per Member Enrollment Specialist per day

15

Conversations per Member Enrollment Specialist per day

<0.5%

Opt Out Rate

27-43%

Total Enrollment Rate



**See empathy in action.
Get started today.**

866-517-1414 | OntrakHealth.com

Participation matters more than ever.

Leading health plans offer proven care programs to help reduce costs and ensure members get the care they need. These programs drive meaningful results and ROI—but only if members take advantage. That’s why program participation means everything.

It’s hard to drive participation at scale.

Health plans compete for attention, often struggling to break through the noise. In addition, many health plans simply don’t have the resources for dedicated, systematic member outreach. And, regardless of resources, behavior change is extremely challenging.

Ontrak’s proven techniques and strategies can help you reach your participation goals.

It starts with understanding the member’s profile before first contact. Then, our Enrollment Specialists practice motivational interview techniques, harnessing insights from the behavioral sciences. We ask questions that build trust and confidence. And encourage members to view us as an ally who can help.

This process helps elicit the member’s challenges, barriers, goals, and aspirations. We use those insights to help them understand their options and take the next best step.

Success requires the right people.

In this space, trust is everything. It’s why we recruit a diverse team, prioritizing cultural competence and cultural matching. Using AI-infused algorithms, we match Enrollment Specialists to member profiles to help promote empathy and understanding—and ultimately maximize participation.

Bottom line: Our model is proven to meaningfully engage members and achieve the participation numbers our clients expect.