Optum

Improve dual-eligibility advocacy using AI and behavioral science

How it works

Input data

Member data with over 20 individual attributes is collected from the health plan and prepared for processing.

AI processes data with machine learning

95% overall accuracy for identifying members who have the highest likelihood to qualify for full dual eligibility.

Output data

Members with the highest likelihood for dual eligibility are identified more quickly and accurately than traditional, rules-based systems.

Ineligible

Partial duals

Full duals

Applied behavioral science

Experts use behavioral science and design thinking to collect and analyze member input from interviews and focus groups. The insights inform messaging, materials and outreach enhancements designed to boost member engagement and minimize resistance.

Multi-variate testing

AI rapidly tests many communication techniques, learning what content and channels work best to generate the fastest and most effective member actions.

Multi-modal outreach

Member insights gained from applied behavioral science fosters more effective live outreach (by phone), enhanced automated communications (by email and paper mail), and increased convenience and access to information online.

Result

Engaged members

Increased dual-enrollment applications, helping members gain the added benefits they're entitled to.

Learn how your plan can increase member satisfaction and improve tenure at optum.com/risk



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