Drips Impact: Welcome Campaigns

For a service as important as healthcare, a strong welcome campaign is key to improving satisfaction. Drips' conversational outreach has delivered proven impact for many healthcare onboarding programs.

**MEDICARE ADVANTAGE PLANS**

- Drive To A Welcome Phone Call
  - 20% More members fully completed a welcome phone call with an agent
  - 28% More members fully completed the welcome process
  - 7% Fewer members opted out or disqualified
  - 83% in an A/B test. Drips modified script tone and saw an 83% incremental boost in high-quality calls over eight minutes long. Drips constantly optimizes campaigns to achieve better results.

**MARKETPLACE PLANS**

- Member Education
  - 55% Increased engagement compared to typical phone call outreach. Engaged members learned about their plan and were able to switch if desired.
  - 2.6% Of members were able to complete a plan switch, boosting overall plan retention.

**PRESCRIPTION DRUG PLANS**

- Customer Experience
  - 16.5% Of members successfully reached a desired outcome, such as a welcome call or app download.
  - 40% Total Engagement Rate

**GET THE GUIDE**

Welcome + By Drips

Drips works with every client to develop conversational outreach campaigns that deliver the impact they need when onboarding new plan members. Read our guide to learn how Welcome + By Drips can work for you.