



Engaging Members for Better Health

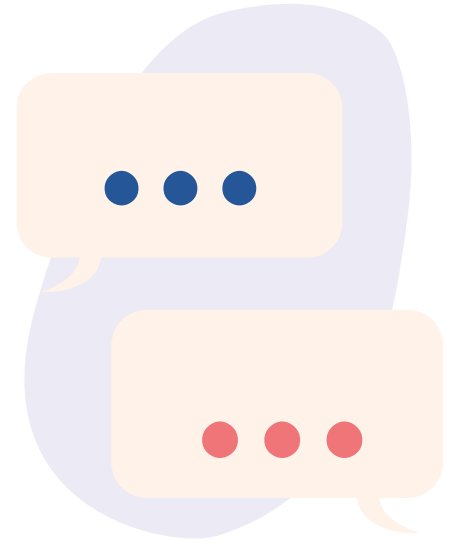
Launching a new member service is only the first step. Learn how a leading health plan built an engagement strategy with Pacify to jump-start access to care.



The **problem**

In 2020, Maryland Physicians Care provided a crucial solution for perinatal members – 24/7, on-demand infant feeding support for every new parent, at no cost to the member, through a service called **Pacify**.

But simply offering the solution wasn't enough – MPC needed to tell members they could get help, which was a challenge. Most perinatal members work or have other children, meaning **traditional outreach such as calling during the day** missed them completely.



MPC needed an engagement strategy that accounted for members' busy lives.

The **solution**

MPC and Pacify worked together to support ongoing staff outreach with a **multi-channel approach**.

They used a combination of text, email, direct mail and social media, supporting staff with tools that would **reach a digitally native population, all without adding work for case managers.**



The **results**

After launching the comprehensive approach, Pacify and MPC built a critical mass of member awareness that ultimately increased the average enrollment per month by **8x**.

What's more, it improved staff's ability to **contact members at all stages of their pregnancy**. With multiple touchpoints from both case managers and digital outreach, members enrolled at all stages of the perinatal journey.

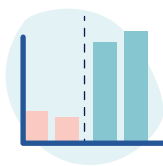


Since MPC launched the comprehensive approach



8x

increase in average
enrollment per-month



4x

increase in average
call volume per-month



190%

increase in average calls to
the lactation line per-month

“MPC members **cannot say enough wonderful things about the help they are getting through Pacify.** I am so eager to tell all the high-risk, pregnant MPC members about this program and how much it will help them if they need feeding support.”

- Bettina Voigt, RN, CCM

The **takeaway**

Engaging perinatal Medicaid members and their families requires a holistic, multi-channel approach that provides services they need, meets members where they are and supports ongoing outreach efforts. **Technology tools and in-person outreach combined can create a critical mass that leads to better enrollment.**



@pacifyapp
www.pacify.com

