Healthfirst's Agile Approach to Putting Its Members First

The Team

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Agenda:

- About Healthfirst
- Assessing the Need
- The Healthfirst Community
- The Route to Success
- High-Value Examples
- Best Practices
- Q&A

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About Healthfirst

For nearly 30 years, Healthfirst has been serving New Yorkers. We helped pioneer the value-based healthcare model—where hospitals and physicians are paid based on patient outcomes—because our company was founded on the belief that insurers need to be true partners in the health system.

1.7	**15**	**23,000**	**40,000+**	**80+**	**23+**	**5,000+**
Million Members	Sponsor Hospitals	Doctors	Providers	Participating Hospitals	Community Offices	Employees

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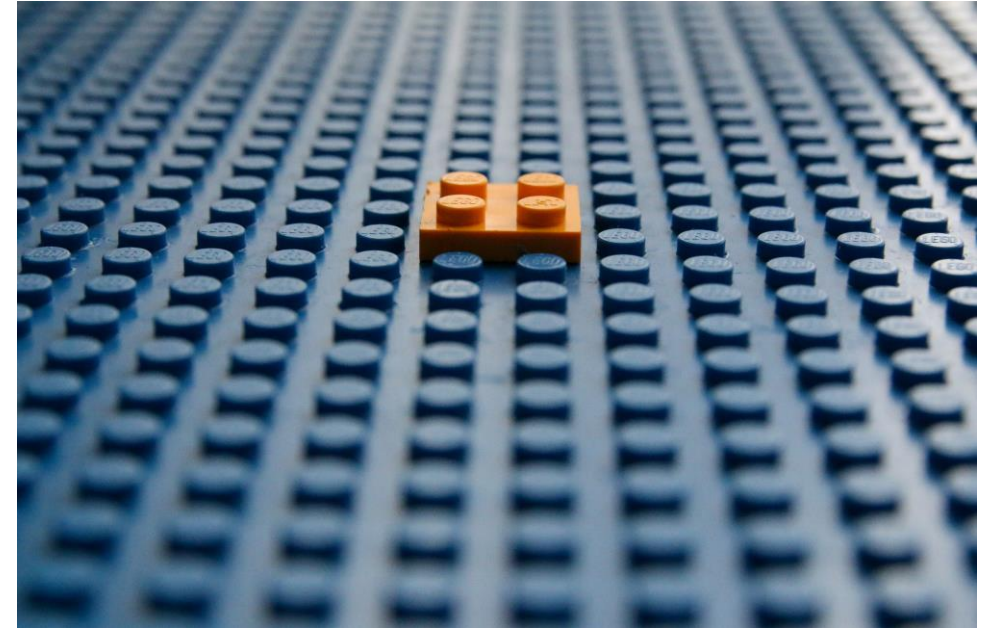
Assessing the Need

1. Help push Customer Experience further upstream in decision-making process

2. Help reduce business uncertainty quickly and efficiently

3. Support agile business processes with agile customer validation

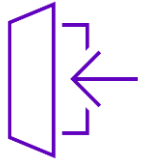4. Enhance member engagement with Healthfirst

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The Healthfirst Community

Launched
2019

Current Membership
~2,300

Jun-19

Jun-22
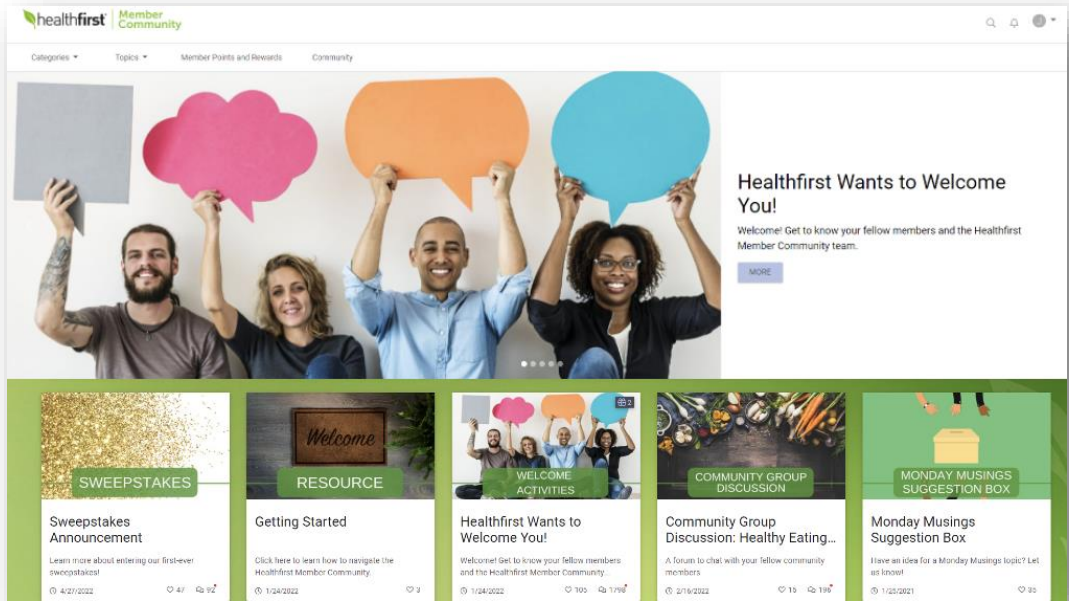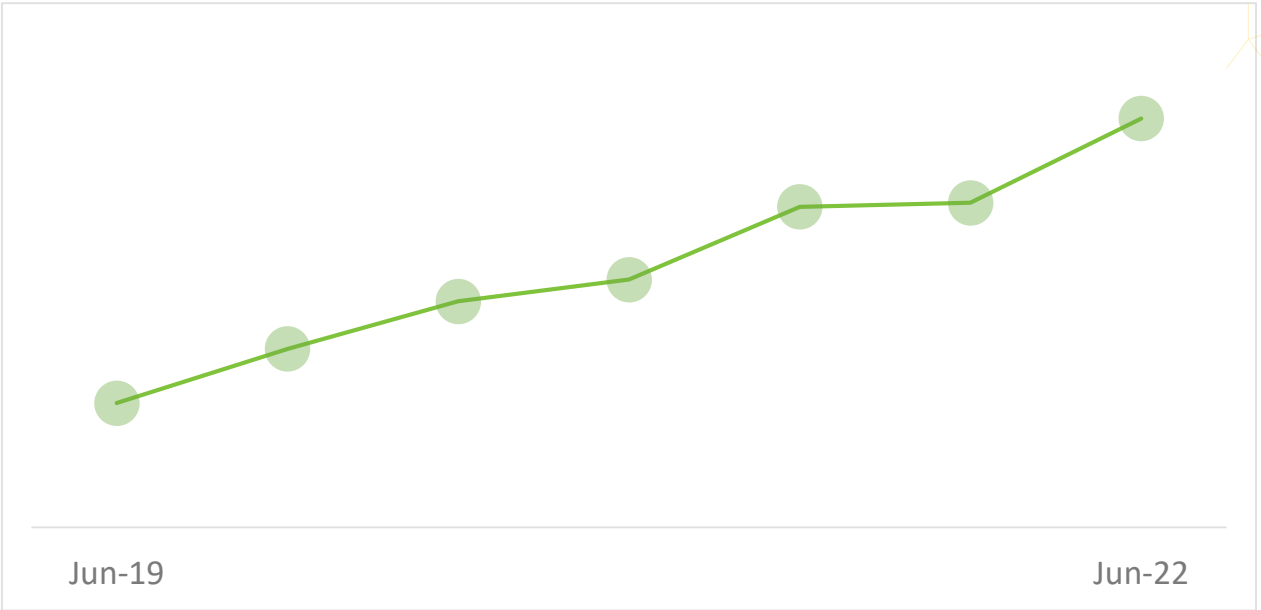
The Route to Success

The Member Experience

Onboard
Quarterly recruitments with special activities/projects to welcome new members

Engage
Keep members active and entertained through engagement activities, resources, and information

The Route to Success

Community Stats

AVERAGE Q2 PARTICIPATION RATE
89%
Healthcare: 84%

COMPLETES
6,490
Healthcare: 1,055

COMMENTS
2,999
Healthcare: 2,171

WEEKLY PROJECTS
1-2
+ 1 Engagement Activity

SURVEYS
29
Healthcare: 11

DISCUSSIONS
24
Healthcare: 11

Note: Membership represents the current membership. Completes and comments are among current members only.

* Healthcare communities average include metrics for full-service accounts only from September 2020 – Present.

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The Route to Success

Driving Value

How it's used
Engage teams across the organization, share presentations, and facilitate workshops to drive value in the findings

Intranet
Disseminate findings across the company to share learnings about our members

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High-Value Examples

Persona Research
Surveys

App Development
UX & UI Testing

Member Advisory Council
Focus Groups

COVID Tracker
Longitudinal Surveys

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Healthfirst's Best Practices for Nurturing Your Community

- **Keep members engaged** – Provide a steady flow of content and exciting activities

- **Have a presence** – Moderate discussions and respond to comments

- **Listen to members** – Let them know that their feedback is valued, being used, and making an impact *(closing the feedback loop)*

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Q&A

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