

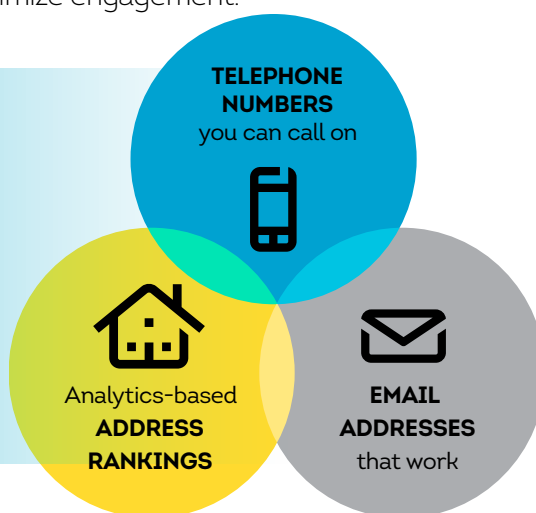
# Member Contact Information

## Improve your member engagement efforts with actionable contact information

Outdated member contact information can result in less efficient care management, lower quality of care and additional administrative expenses. Without current contact information, health plans are not able to effectively engage with members to encourage health screenings and preventative care or promote the use of the proper care setting, which can adversely affect health outcomes for your members and financial outcomes for you.

**TransUnion's Member Contact Information** solution can enhance your member directory with up-to-date contact information and ability to reach your members. Our database contains information on over 95% of the U.S. population, providing you with the coverage and accessibility to connect with your members. With frequent updates that can provide fresh contact information, our solution helps you optimize engagement.

Better contact information for effective member engagement



### THE SOLUTION DELIVERS:

- **Addresses:** Our proprietary analytics-based address rankings get you the best address for each member.
- **Phones:** We link billions of telephone records - including landlines, mobile phones and VOIPs - to an identity.
- **Email:** Our proprietary score fuses over 100 variables to rank emails so you have the best email for each member.
- **Place of employment:** We maintain a robust database of employment data to complement your member contact information

### KEY BENEFITS:

- **Reach more members** with actionable contact information, including phone numbers, email addresses and home addresses
- **Enhance member engagement** by helping care teams connect with the right members at the right time, using the right contact information
- **Improve performance on quality measures** by giving care teams contact information to reach out to members and encourage behaviors that can enhance their health and well-being




# Case Study

## ACCURATE CONTACT INFORMATION FOR MANAGED MEDICAID HEALTH PLANS

Several managed Medicaid health plans worked with TransUnion Healthcare to get more up-to-date contact information for their member directory. Their member population relocates and changes their phone numbers often, and email addresses are hard to get on-file. By partnering with TransUnion, the clients obtained significant new home addresses, phone numbers and emails that they didn't have access to before.

ATTRIBUTE	SUBMITTED BY CLIENT	TRANSUNION MATCH RATE
Address	561,027	93%
Phone	453,258	89%
Email	132,360	69%

The clients submitted 561,027 records, and TransUnion found contact information for **93%** of that sample. TransUnion was able to return up to five home addresses, phone numbers and emails for each managed Medicaid member. Notably, TransUnion delivered **61% net-new best home addresses and phone numbers and 91% net-new best emails**.

			
	ADDRESS	PHONE	EMAIL
BEST 1ST CONTACT	61% NEW	61% NEW	91% NEW
BEST 2ND CONTACT	86% NEW	80% NEW	96% NEW

**THE RESULT:** The clients enhanced their member directory with better contact information, helping them improve member engagement outreach.

### WHY TRANSUNION?

- **Results that you can count on:** Independent third-party assessment ranks TransUnion's Member Contact Information solution **number one** for phone numbers. Our high quality data and match rate outperform the closest competitor by 30%.
- **Advanced, analytics-based ranking:** We identify, connect and rank billions of public and proprietary records in a matter of seconds to deliver contact information that can help you find and contact the right members with less stress.
- **Delivery how you want it:** Our data is available when and how you need it, including through TransUnion's intuitive, web-based application, TLOxp®, or via our Batch Processing and API solutions.

### LEARN MORE

Find out how TransUnion can help you engage your members with confidence. Contact us at [hcsolutions@transunion.com](mailto:hcsolutions@transunion.com).

[www.transunion.com/payers](http://www.transunion.com/payers)