

Deft Research & Carrot Health

Survey Solutions

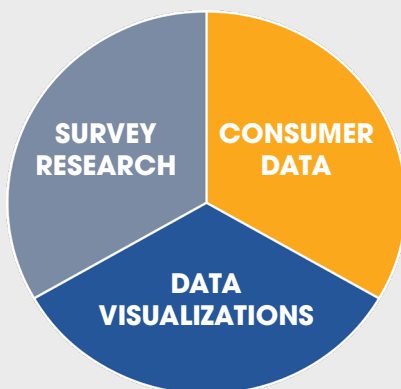


CONSUMER SURVEYS + PREDICTIVE ANALYTICS

Gain a multifaceted view into your membership through primary survey research and big data analytics to improve all areas of plan performance

Carrot Health and **Deft Research** offer two complimentary approaches to developing a holistic, detailed, and personalized view of the customer – leveraging primary survey data and big data analytics. This approach allows plans to develop a deep and robust understanding of consumer motives and priorities, to help improve the primary areas of health plan operations.

SURVEY-SOLUTIONS



Survey Solutions Drives Performance In:

- ✓ Off-cycle CAHPS and member experience
- ✓ Social determinants of health and product plan design
- ✓ New member growth and acquisition

- ✓ Access to MarketView intelligence containing all Medicare market data in dynamic visualization tools
- ✓ Plan and supplemental benefit insight for product design and market growth
- ✓ Three expertly designed 'Pulse of the Consumer' email surveys created by Deft Research
- ✓ Custom survey analysis and product utility of optimization simulator
- ✓ Survey Solutions Dashboard delivering actionable insights on survey results



THREE SURVEYS. ONE COMPLETE OFFERING.

Survey Solutions Drives Insights into Core Business Functions

Off-Cycle CAHPS/Member Experience

- Identify and intervene with negative CAHPS responders
- Gain a comprehensive understanding of member population and response drivers
- Determine meaningful plan of action to change behavior and responses over time
- Improve patient experience and communication

Product Choice and Consumer Growth

- Evaluate product insights with dynamic market data, product toolkit simulation, and advanced analytics
- Deliver insights into plan product choice drivers, shopping and switching, and other growth initiatives
- View cost/benefit analysis of plan and product choice
- Gain deeper insights into supplemental benefits

SDoH/ Member Engagement

- Identify social, behavioral, and environmental risks in your communities
- Align plan supplemental benefit structure with overall community needs
- Inform outreach and care management strategies
- Test member engagement strategies



To gain a 360-degree view for each individual in your population and to understand underlying SDoH risks, get in touch with our team!

Contact us at info@carrothealth.com for pricing information or check out our website at CarrotHealth.com for further details.