



# Innovative Member Engagement Platform Detects Health Issues Before They Worsen



Early identification of declining health helps health plans reduce unnecessary utilization and costs. MyndYou pairs an advanced, AI-powered virtual assistant with the simplicity of a phone call, providing routine member health checks. The MyEleanor platform listens for both verbal and non-verbal cues, alerting care managers when it detects medical or behavioral irregularities and/or SDOH challenges.

The results, spanning several implementations, speak for themselves:



of anomalies detected by MyndYou triggered care manager action that helped improve member outcomes and increase the efficiency and effectiveness of the care management teams.



of members were identified as having an issue related to SDOH, including food insecurity, housing problems and accessing services and benefits.



of members participated in the full program and 90% expressed a desire to continue using the solution.



of members said calls with MyEleanor made them feel more connected to their healthcare organization.

## Sophisticated technology, simple delivery.

MyndYou does what no other member engagement platform is doing today – detecting subtle changes in each member’s voice, which often indicates an underlying behavioral health or medical problem.

### Member-First Philosophy

The MyEleanor platform facilitates personalized conversations, boosting member satisfaction and experience, and promotes health and well-being by providing a sense of connection and continuous support.

### Care Management Productivity

MyndYou expands member reach and increases touchpoints to maximize the productivity and effectiveness of care management teams. The solution effectively triages members so the care team can focus their time where and when members need them most.

### Lower Care Costs

Through early detection of health anomalies and deterioration, medication adherence and SDOH issues, health plans can reduce utilization, including unnecessary ED visits and admissions, and lower the cost of care.

### More Engaged Health Plan Members

MyEleanor actively engages older adults in meaningful conversations. Results from a recent implementation with a large Midwest health plan achieved an 81% call answer rate, with the average weekly call lasting 4.5 minutes, demonstrating MyEleanor’s effectiveness at engaging members, a key to improving CAHPS experience scores and retention.



## MyEleanor is quick and simple to set up and launch.

One of our program consultants will guide you through customized criteria to ensure the program call frequency and engagement is aligned to achieve your desired outcome.

### How It Works

MyEleanor calls on behalf of the plan as often as needed, based on member health status and preference. MyEleanor conducts regular check-in calls using personalized clinical questionnaires to assess their health condition. MyndYou's analytics engine, backed by neuroscience and AI, works in the background to detect subtle changes in health.

When health deterioration or irregularity is detected, that information is elevated to the health plan care team for appropriate intervention, addressing gaps of care.

MyndYou's predictive analytics engine applies three levels of analysis to the member's voice:

#### LEVEL 1

Natural language processing to identify health concerns mentioned in the conversation

#### LEVEL 2

Sentiment analysis for detecting the member's overall sentiment and mood

#### LEVEL 3

A novel voice analysis to detect subtle changes in patient prosody correlated to health conditions

Explore how MyndYou can bring an innovative approach to enhancing care. Ask about joining one of our pilot programs and learn firsthand all the advantages of making MyEleanor part of your team.

[Visit us at MyndYou.com to learn more.](https://www.myndyou.com)