



zConnect

Your healthcare at your fingertips



Mary Smith just turned 50 and has not seen her primary care physician (PCP) in several years. Mary earns below the company median. She is a busy woman and needs help managing her healthcare. She is getting older, thus, the risks are increasing as well.

Why are employers finding it difficult to help Mary?



Direction

Not able to identify actions to direct members



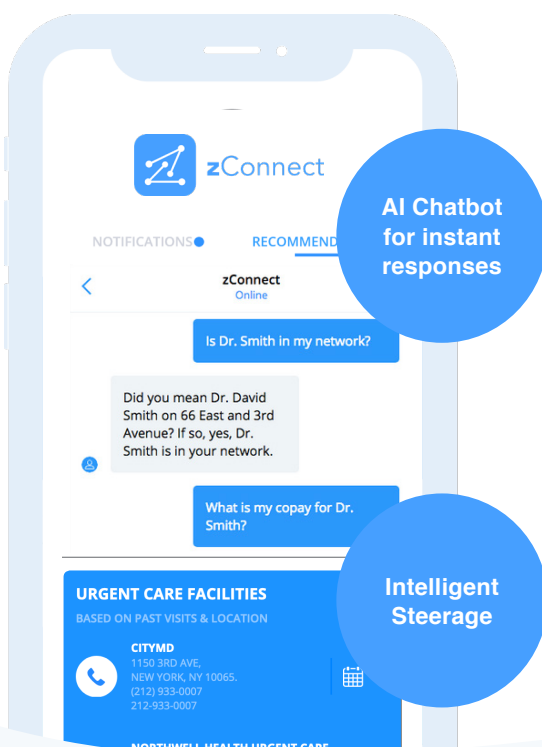
Personalized communication

Unable to connect with the member at the right time, with the right touch-point and personalization



Motivation

Not figured how to incentivize a member and ensure that they take actions



The Solution

zConnect

zConnect is a mobile app that facilitates members such as Mary to understand their healthcare and benefits usage. From **reminders on PCP visits** to getting **instant responses** to 100s of commonly asked questions about deductibles and places of care and much much more; Mary is able to make **better decisions** and ultimately **save money** for the plan sponsor.

Contact Us

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The Value



Drive 30% higher engagement

with proactive messaging of savings and wellness opportunities



Simple, 1-touch outreach

through message templates and preloaded campaigns



Track engagement and actions

to optimize actions and tweak outreach strategies



Improve customer service

Reduce customer service calls regarding benefits and deliver superior member experience

Uses

- Close gaps in care like diabetes visits and wellness checkups
- Optimize service utilization for urgent care to avoid ED use
- Prompt medication adherence and implement low-cost pharmacy solutions
- Promote existing services such as telemedicine
- Reminders for flu vaccination, PCP visits and much more
- Communication with entire member population

Case Study

Problem

Midwest Agriculture Company:

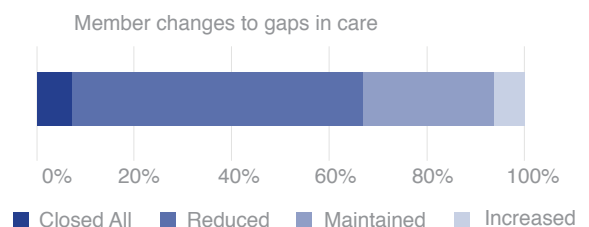
- 300 employees with high spend
- High risk score population
- Low employee engagement

Solution

- Personalized communication using member level data on gaps in care and chronic conditions
- Text and email outreach campaign with directed action steps

Impact

67% of members contacted using zConnect reduced 1 or more gaps in care during the campaign period.



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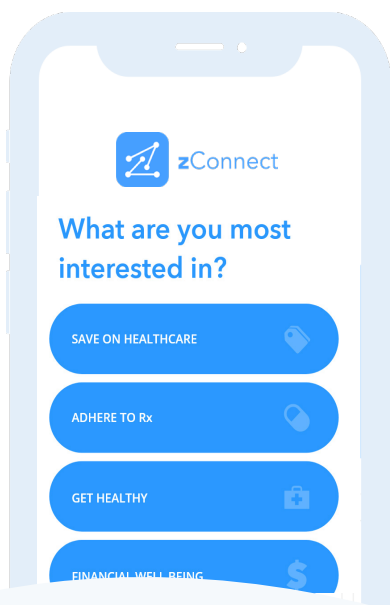


How we enroll members

- Company wide communication
- On-site fair, intranet, video instructions
- Complete a survey to personalize benefit communication and motivate change.
- Program enrollment tied to zConnect to receive updates.

Plus

- HIPAA-compliant communication
- Track program efficacy
- House health risk assessment or other surveys
- Integration into benefit or wellness portal
- Branded with your logo and colors
- Feature customization available based on member needs



Campaign Name:	Start Date:	Target Population:	Date Range:
Diabetes Management	Oct 1, 2017 (7 months ago)	Cohort A, 315 Members	Oct 1, 2017 - Jan 30, 2018
Key Goals			
Goal	Start	Current	Goal Met?
Gaps in care closure	143 members	133 members	90% ● Yes
Healthy A1c	145 members	82 members	90% ● No
Medication Adherence	143 members	94 members	90% ● Almost
Member Enrollment			
			Eligible: 70% (315 members)
			Enrolled: 42% (145 members)

Track program efficiency

What helps people, helps businesses.

Leo Burnett

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