



Member profile guides

Customizing your member engagement strategy by consumer type

What do your members expect from lab services? And how might that help you shape member engagement efforts?

Consumerism in healthcare is here to stay.

Your members are consumers, bringing the same expectations to health plans as they do to retail stores, banks, and hotels. To stay ahead—and remain competitive—health plans are beginning to personalize the member experience: 80% are focusing on improving both member engagement and satisfaction.¹ This requires understanding members' cultures and communities,² in addition to their individual needs and preferences.

What are the benefits of personalization?

Avoiding a cookie-cutter approach to member engagement can not only inspire loyalty, but also lead to better health outcomes—and potentially do more for your bottom line.

Knowing your members' consumer type can help you more fully engage them.

From millennials to baby boomers, the generally healthy to the chronically ill, your members span a full range of ages, incomes, conditions, and needs.

For more insights into member preferences, Quest Diagnostics conducted a research study that narrowed this member range down to three common lab services consumer types.³

Frequent testers

Baby boomers who trust and rely on the knowledge of their physicians

Parents

Pregnant women and mothers who want more information

Busy professionals

Professionals invested in their care yet hard to please

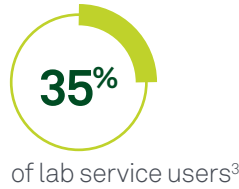
By understanding the mind-set of these member types and communicating with them more effectively about their lab expectations, experiences, and results, you can help engage them further in their health, for better clinical and financial outcomes.



Frequent testers

Coverage
Primarily Medicare

White or blue collar
Upper middle class



Engagement opportunity

An aging baby boomer population means a growing group to engage
Least demanding of all member types (easier to satisfy)



Top healthcare search topics

- Cancer
- Diabetes
- Celiac disease

Pain points

Prefer **quiet waiting rooms**

Lack of information/poor communication leads to negative experience

Emotional mind-set

I'm in control of my health and am comfortable with whatever tests my doctor recommends.

Online habits

(ages 55–69)

Well-informed by accessing healthcare information online:

- Medical news sites
- Hospital sites
- Health forums (by health topic)
- Blogs

Healthcare attitudes

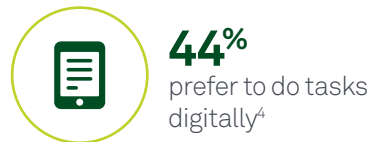
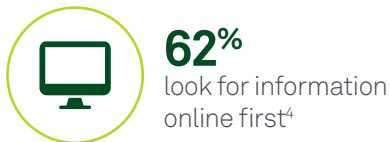
Manage their conditions

Partner with physicians

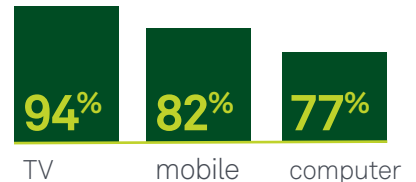
Trust physician recommendations

Confident and engaged

Want complete access to lab results



Top devices for research⁴



Recommendations

Keep them satisfied

They look to their physicians first for guidance—provide useful information and resources that your provider partners can use to engage these members in their health

Stay in touch—keep the lines of communication open via phone, member portal, or even in person (e.g., retail locations)

Offer both online and offline ways to connect—more than half still prefer to complete tasks offline; yet the number who want more convenience, such as telehealth options, is growing⁴



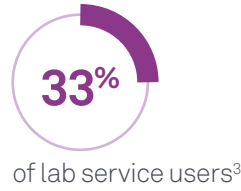
Parents

Coverage

Uninsured
Self-insured
ACA
Employer-sponsored

Education level

Up to 4-year degree



~ 3 lab visits per year³

Engagement opportunity

Hungry for information on health and wellness

Want to feel empowered to make good decisions

For pregnant women:

Making the right choices is key

For mothers with sick children:

Child's experience is key

Top healthcare search topics

Gestational diabetes

Pediatrics

Allergies

Pain points

Least satisfied and most price-conscious of all member types

Expensive lab procedures

Lack of flexible lab scheduling

Long lab wait times

Emotional mind-set

I have anxiety about testing and the decisions I face. I want access to as much information as possible.

Insights from Facebook activity

Pregnant women

Seek reputable advice and support to ease their anxiety on pages such as [BabyCenter](#), and gather information about safe, quality products at a good value on pages like [Target Baby](#)

Mothers with sick children

Seek online support, help, and reassurance from fellow mothers, on pages such as [Fans of Being a Mom](#), as well as information about quality brands and cost-saving opportunities

Healthcare attitudes

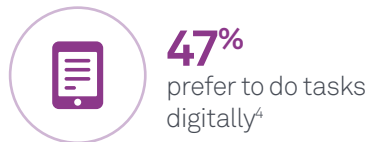
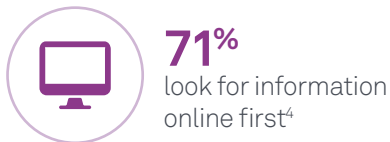
Online and on board

Least satisfied of all member types

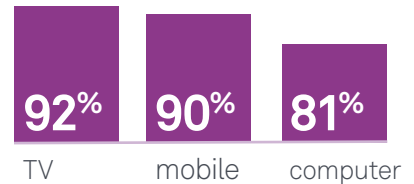
Anxious from overall lab experience

Overwhelmed by decision-making

Shops around—will switch to save money



Top devices for research⁴



Recommendations

Ease their anxiety

Provide information and curated online resources—this can help with decision-making and reduce anxiety; also consider pointing them toward additional services they can benefit from

Don't make them wait—answer their questions online or, as some health plans are doing, in person at retail locations²

Be transparent about cost, when possible—and help them find ways to save

Busy professionals

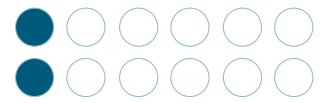
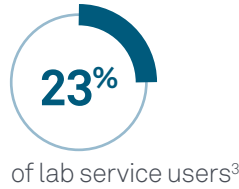


Coverage

Employer-sponsored

Education level

4-year degree or higher



~ 2 lab visits per year³

Engagement opportunity

Most demanding of all member types (harder to satisfy)

Least loyal of all member types



Top healthcare search topics

General wellness
Preventive healthcare

Insights from Facebook activity

Women

Interested in high-end brands, correlating quality with cost; additionally seeking information about fitness, on pages like [Shape](#), and self-help, on pages such as that of [Elizabeth Gilbert](#)

Men

Interested in high-end brands, correlating quality with cost; also interested in advanced technology, staying up to date, and being the first to know, on pages such as [TechCrunch](#)

Pain points

Long lab wait times

Lack of immediate health data

Inability to remain plugged in to work while waiting

Emotional mind-set

I am proactive about my health and will pay more for services that improve the quality of my life.

Healthcare attitudes

Proactive

Demanding

Independent

Want services that fit lifestyle needs/preferences

Want data access

“Time is money” mentality

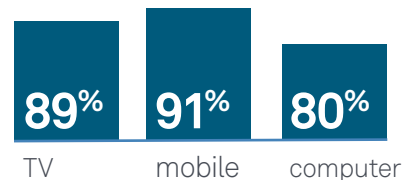


73%
look for information online first⁴



56%
prefer to do tasks digitally⁴

Top devices for research⁴



Recommendations

Give them quality



Keep them informed and up to date with resources and information about new services—in ways that are valuable to them (e.g., text alerts)



Highlight preventive health and wellness initiatives—these members will be especially receptive



Offer tips and methods for maximizing their time with doctors—getting their lab work done more efficiently, etc.



Interested in learning more?

Contact your Quest Diagnostics sales representative
or visit us at [QuestDiagnostics.com/HealthPlans](https://www.questdiagnostics.com/HealthPlans).

References

1. Beaton T. 80% of payers investing in member engagement, satisfaction. HealthPayer Intelligence. Available at healthpayerintelligence.com/news/80-of-payers-investing-in-member-engagement-satisfaction. Accessed June 28, 2018.
2. Muchemore S. AHIP18: CEO warns payers of urgency for 'change and innovation.' Healthcare Dive. Available at www.healthcaredive.com/news/ahip18-ceo-warns-payers-of-urgency-for-change-and-innovation/526199. Accessed June 28, 2018.
3. Roger Green and Associates, Inc. Consumer positioning research conducted for Quest Diagnostics. 2014.
4. Google Consumer Barometer for Health. 2014.

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