



Relay's Approach to Improving HEDIS[®] Scores

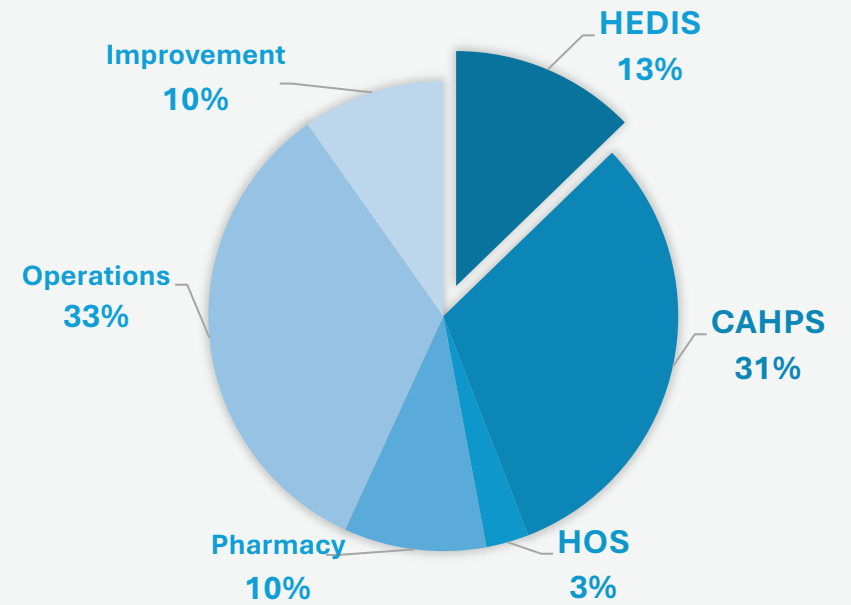


Renewed Focus on HEDIS[®] Measures

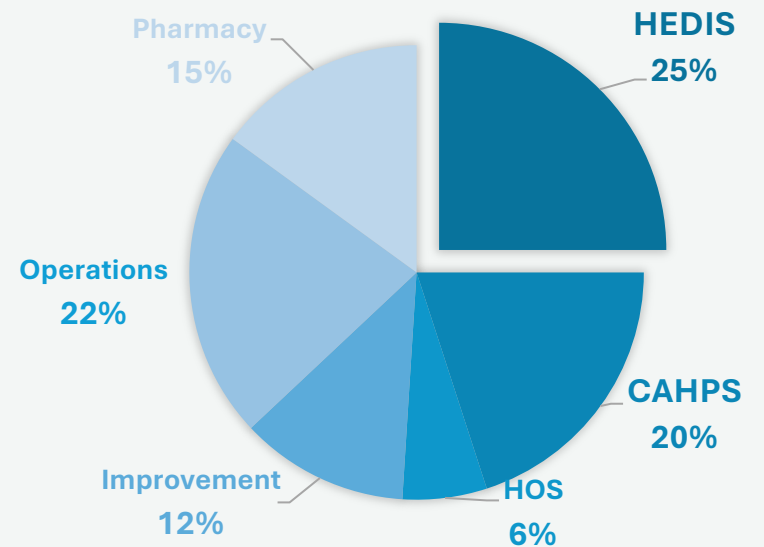
HEDIS[®] measures are becoming increasingly important for Star Ratings, expected to become the highest weighted category by 2026. Strategically, it is essential for plans to focus on improving HEDIS[®] scores now to be well-prepared for the future.

¹First Report Managed Care

2023 STAR RATINGS¹



2026 STAR RATINGS¹



**Digital
tools can
help
improve
HEDIS®
scores.
How?**

Reach members with important information

Deliver personalized care recommendations aligned to HEDIS® measures

Drive member action on those items to improve HEDIS® scores

But not all digital tools are created equal.

1/3

of health insurance websites and apps don't meet the level for "intuitive organization of information"²

1 New Message

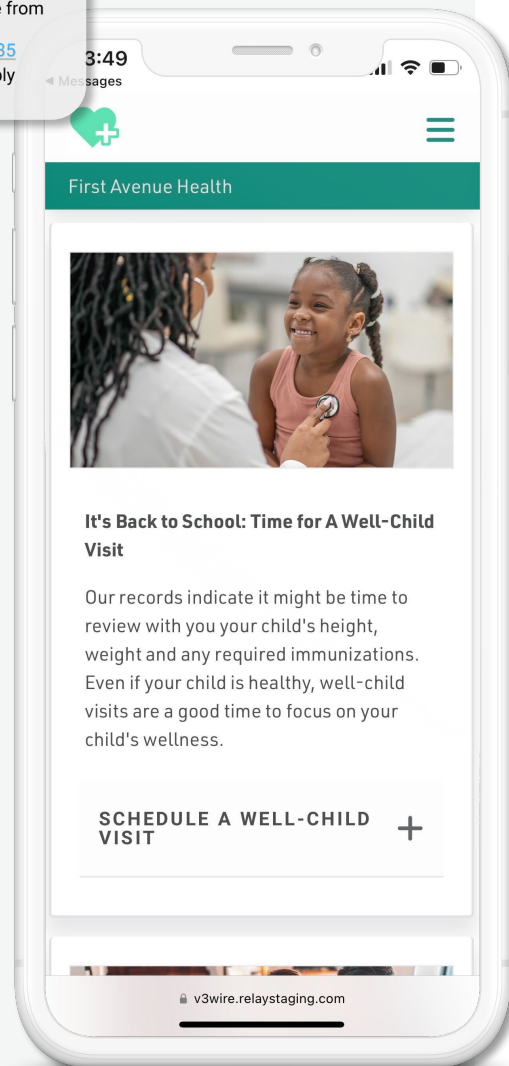
now

776532

Hi Jenna! You have an important message from your team at First Avenue Health

<https://firstavenuehealth.com/r/62ia4dc035>

Text help or stop. Msg&DataRatesMayApply



Relay's Unique Approach

Relay offers a new B2C channel designed to increase member engagement, drive member action, and deliver outcomes.

The Relay Feed is a 1:1, HIPAA-compliant, digital channel that combines the intuitive and familiar experience of scrolling feeds with the timeliness of text.

Key Features of the Relay Feed

HIPAA-Compliant

Personalize messages for members without security concerns



SMS Notifications

Leverage the highest reach and visibility channel

Scrolling Feeds

Deliver what members need in a familiar and intuitive format

Action-Oriented Message Content

Enable member action on important reminders, personalized for their healthcare journey

Seamless Conversion

Drive outcomes critical to the improvement of HEDIS[®] scores

Form Fill

Capture member data with embedded forms

Appointment Scheduler

Schedule appointments with one-click

Relay Messenger

Engage in real, two-way conversations with members

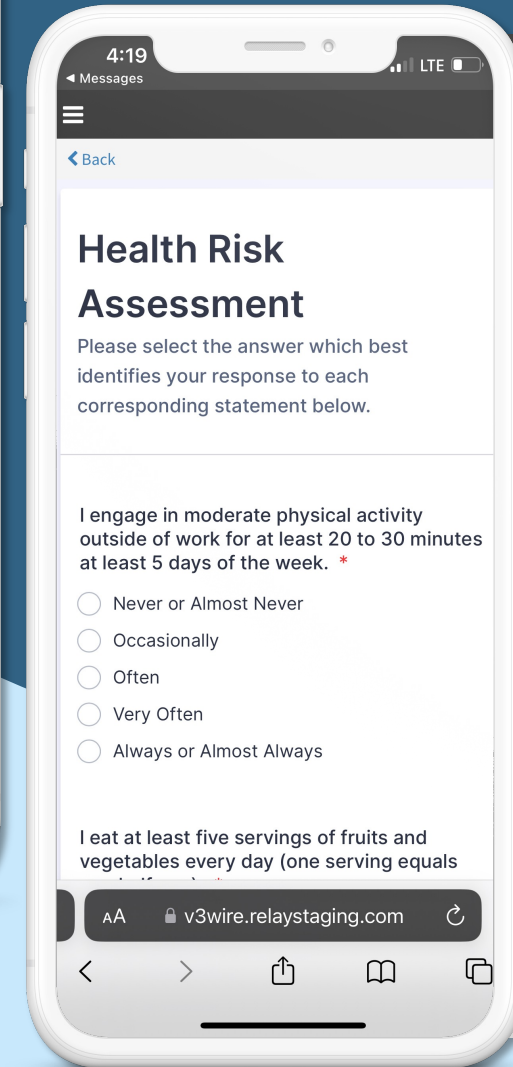
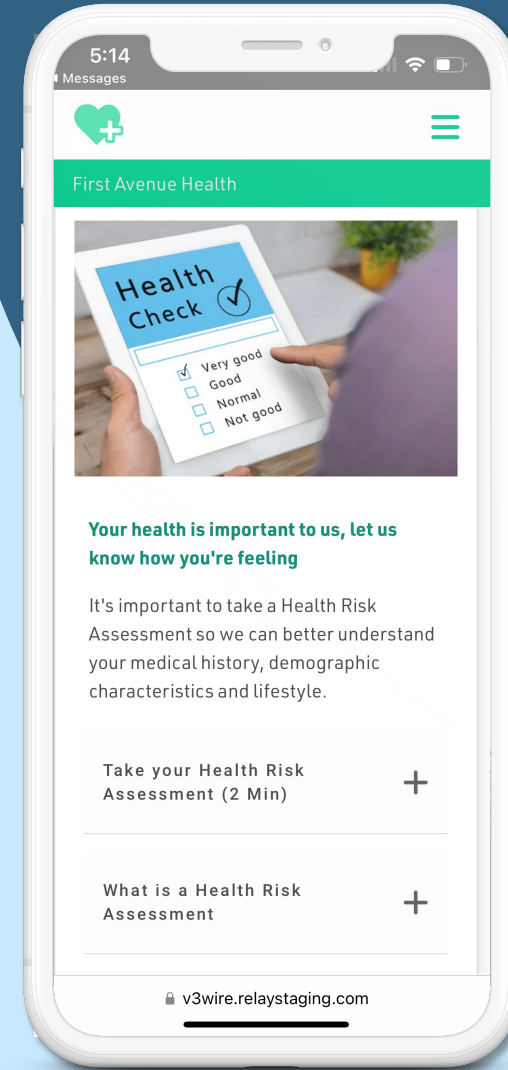
Health Risk Assessment

Drive Completion of HRA Forms

Using Relay's embedded form functionality, HRA Assist, plans deliver digital HRAs for members to complete right within their personalized feeds.

The information gathered can inform gaps in care for that member, that when closed, impact various HEDIS® measures.

- *16% completion rate of HRA forms in a single campaign using Relay*



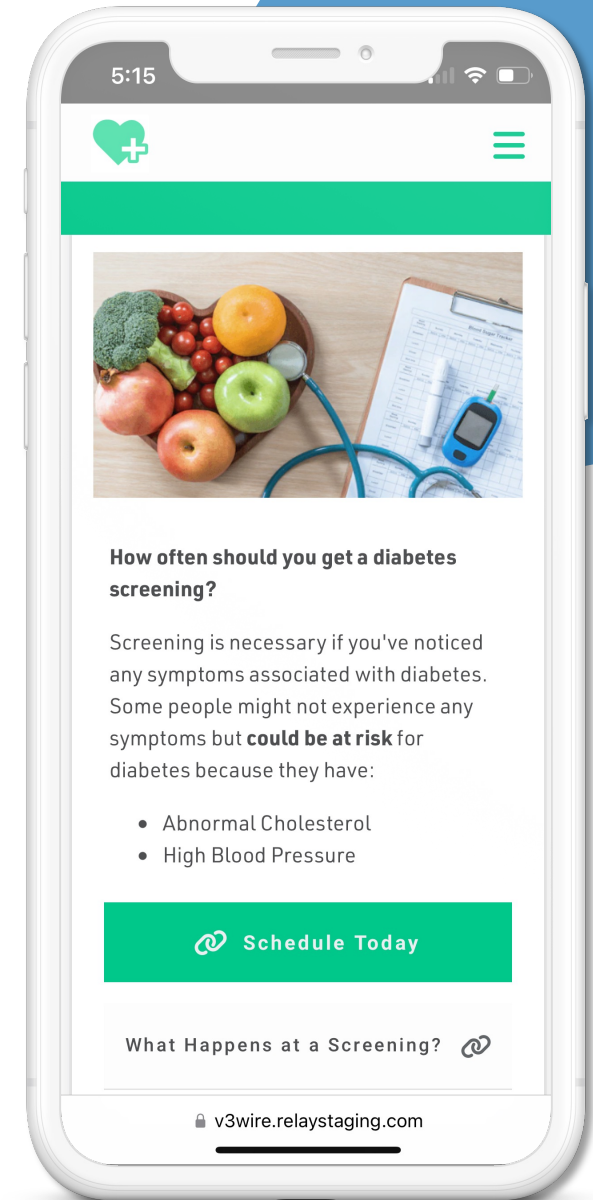
Diabetes Care

Manage Chronic Illnesses

Managing a chronic disease, like diabetes, requires frequent appointments for bloodwork, testing, and screenings, as well as education around lifestyle changes. There are multiple HEDIS[®] measures tied to diabetes that plans care about.

Using the scrolling functionality of the Relay Feed, plans deliver multiple messages in one consistent place, simplifying the member experience when managing a chronic disease.

- *11% higher compliance with diabetic care gap closures*

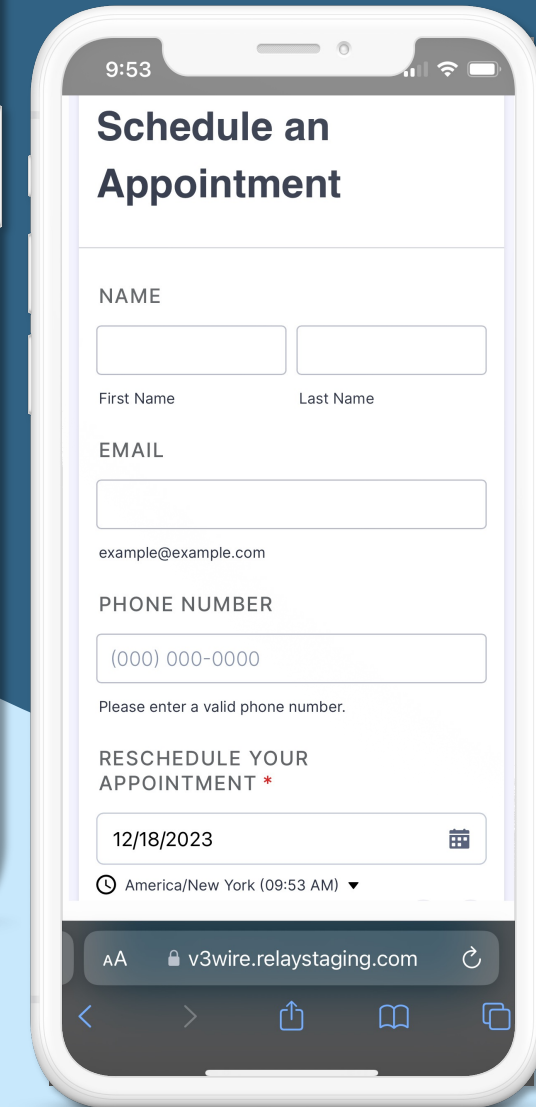
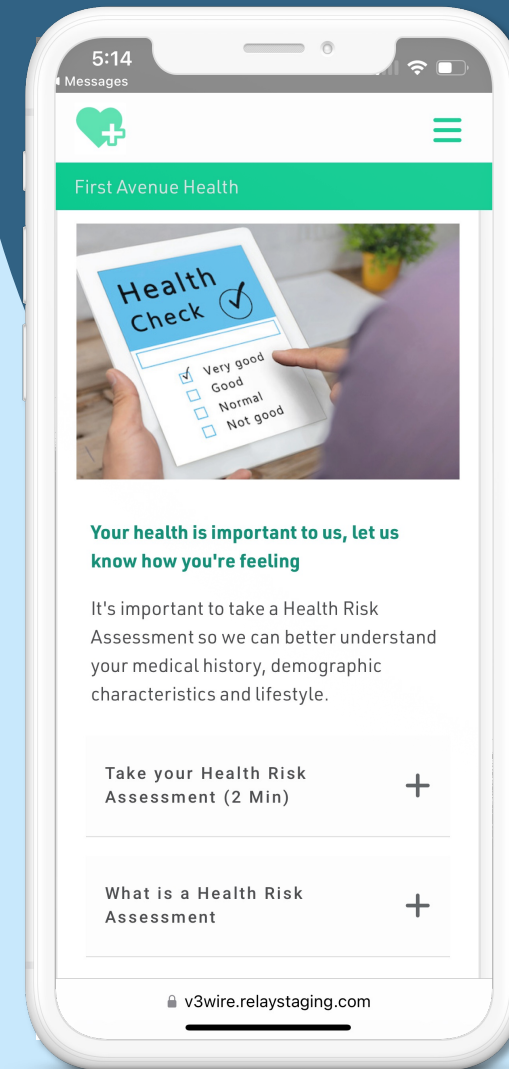


Child and Adult Immunizations

Schedule Appointments with One-Click

Staying up-to-date on immunizations for both children and adults is important for health, compliance, and quality measures. Using Relay's appointment scheduling tool, plans make it easy for their members to schedule their vaccine appointment, or an appointment for their child, right within their feed.

- *44% of members received flu shots within 30 days of receiving a Relay message*
- *9% increase in child immunization compliance when messaging parents of children*

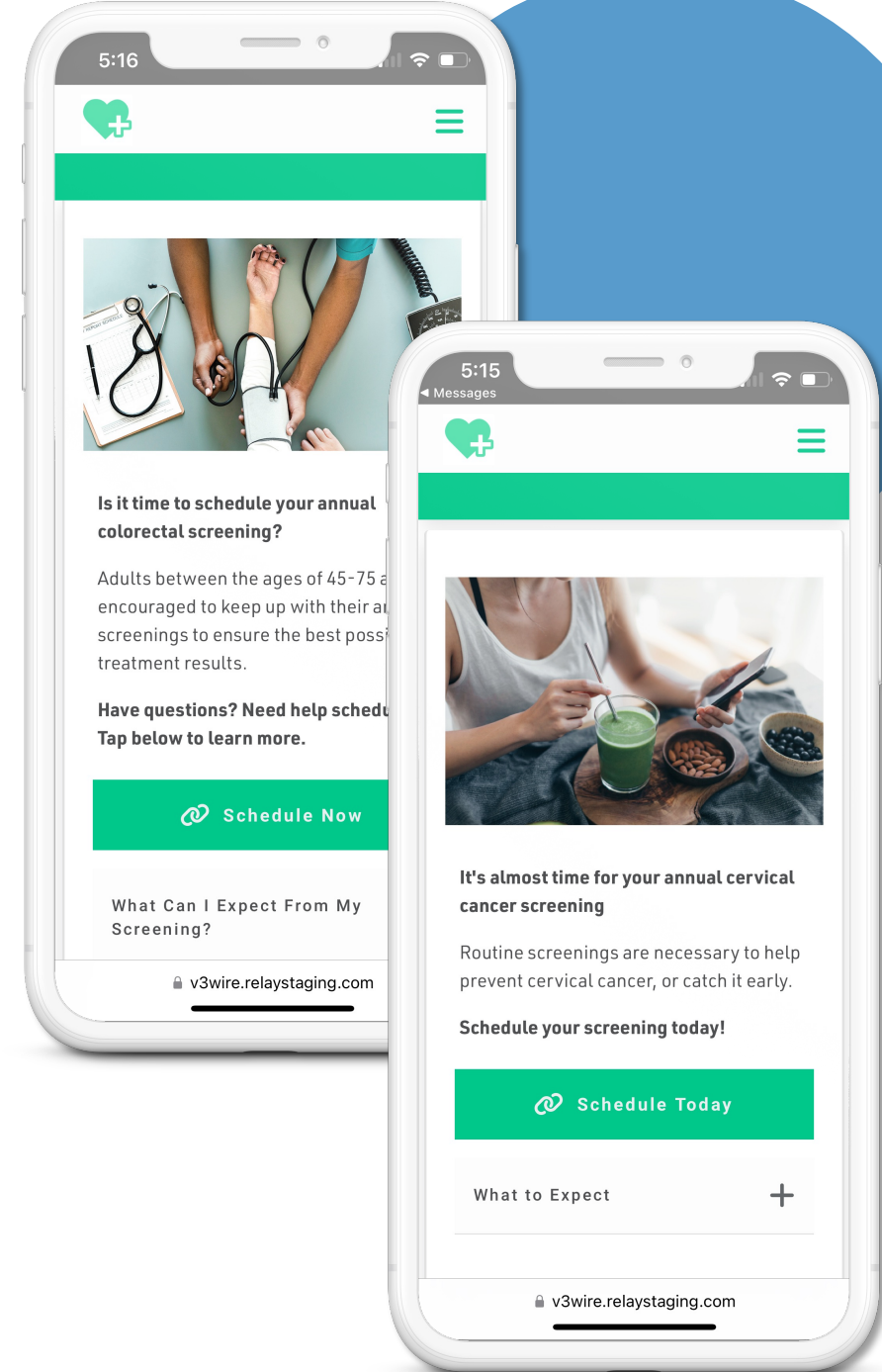


Colorectal and Cervical Cancer Screenings

Close Gaps in Care

Preventive screenings are key for early detection and are part of important HEDIS[®] measures. Because Relay Feeds are HIPAA-compliant, plans can deliver messages with PHI and other sensitive information, like screening status, without any security or privacy concerns.

- *Colorectal Cancer Screening results*
 - *1.7x more likely to get screened within 3 months*
 - *1.3x more likely to get screened within 1 year*
- *Cervical Cancer Screening results*
 - *1.6x more likely to get screened within 3 months*
 - *1.4x more likely to get screened within 1 year*

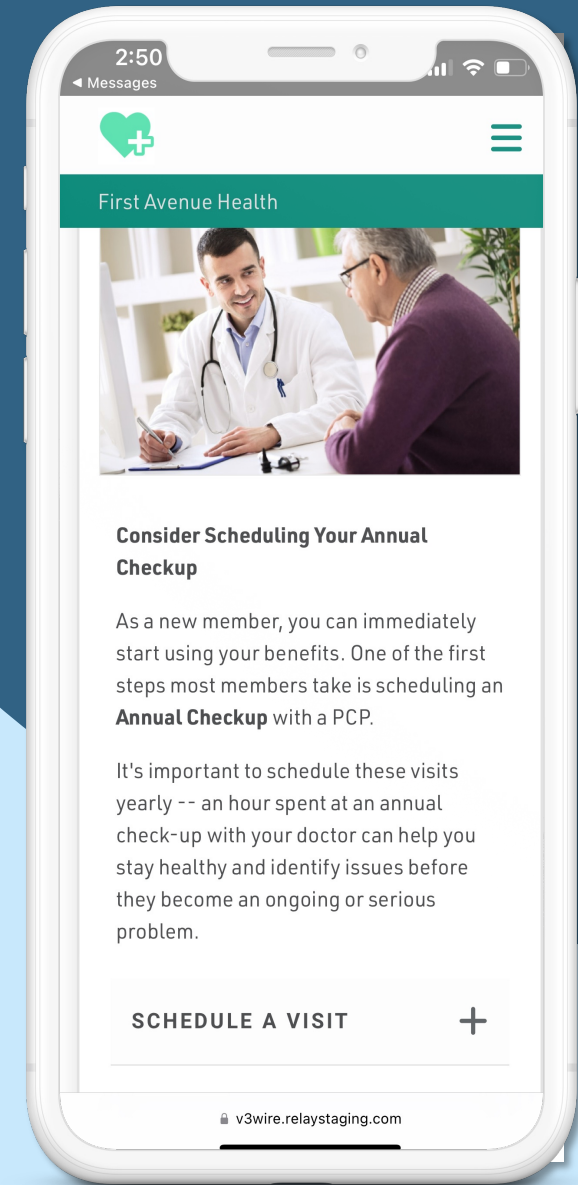


Access to Preventive/Ambulatory Health Services

Provide Access to Care

Enabling seamless conversion is an integral part of the way Relay Feeds work. Plans use feeds to help members designate their PCP, schedule annual visits, and even request ride services to attend appointments. The design of the channel makes it easy for members to take action on messages that drive outcomes critical to the improvement of HEDIS® scores.

- *49% action rate on annual wellness visits*

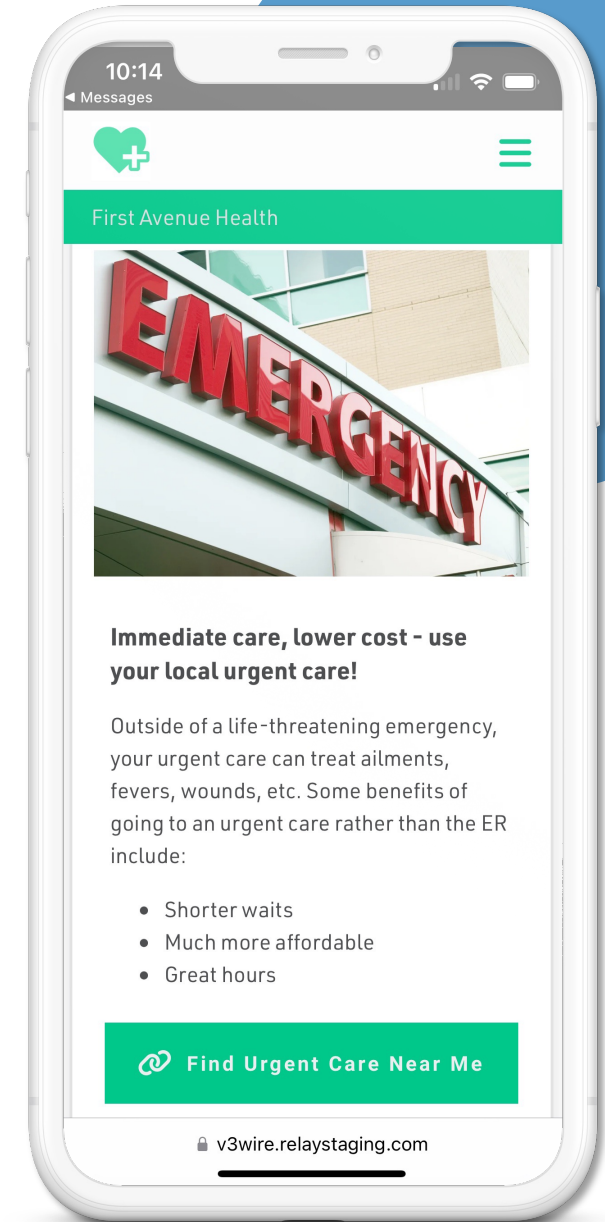


ER Deflection

Prevent Overutilization of the ER

Relay Feeds are sent via SMS, the channel with the highest reach and visibility. Plans utilize this channel to proactively deliver educational messages to members on topics such as the appropriate use of the ER, ensuring the message reaches every member.

- *14% reduction in non-emergent ER visits*

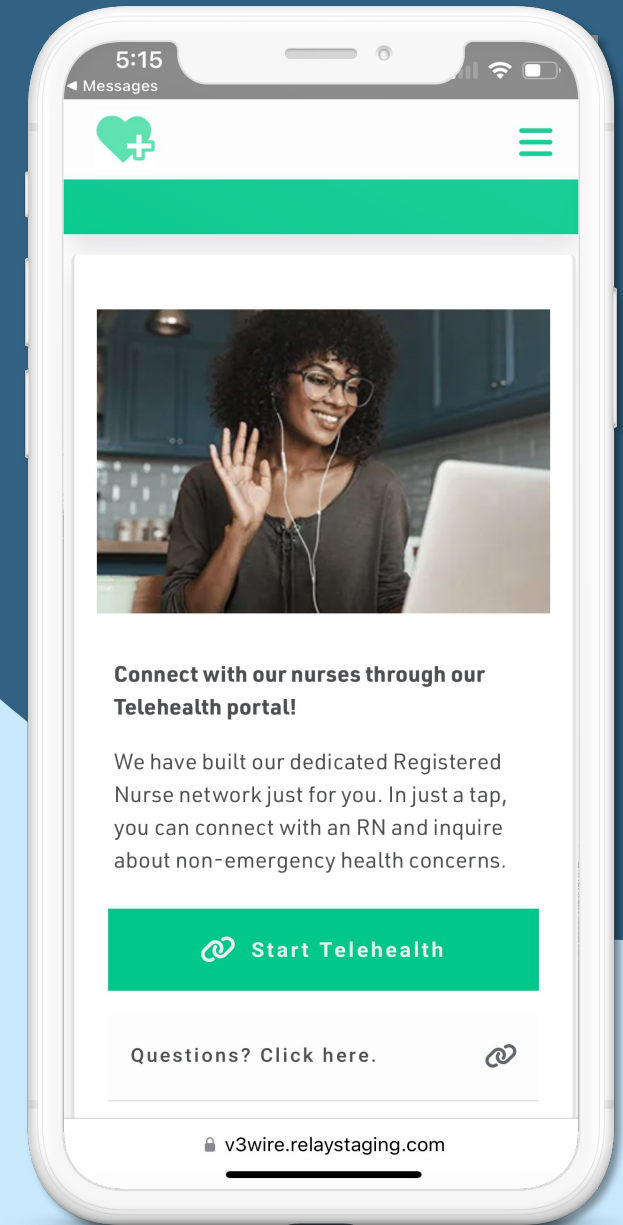


Utilization

Promote Telehealth Adoption and Utilization

With the increasing viability of telehealth services for members, plans can offer essential care remotely, reducing costs and saving time. Using Relay Feeds, plans send personalized messages with action buttons that direct members to telehealth services, making it convenient for them to access and utilize these resources.

- *21% increase in telehealth adoption*

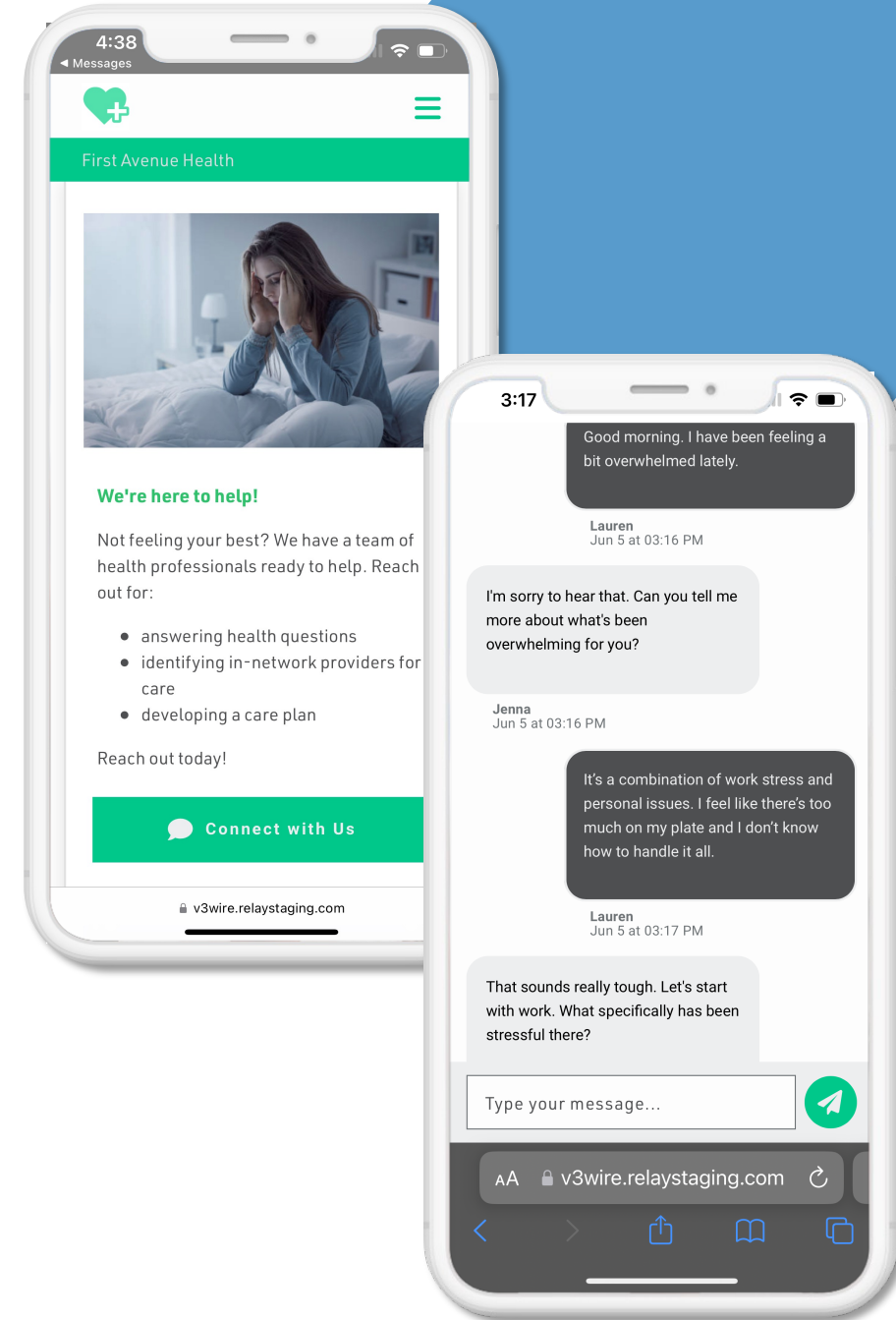


Behavioral Health

Engage Directly with Members

Using Relay Messenger, the two-way chat capability within the HIPAA-compliant Relay Feed, plans can have real, proactive conversations with their members at scale. Plans use Relay Messenger to chat with members about behavioral health concerns, aiding in the continued effort to combat mental health challenges.

- *45% increase in contact rates with health coaches*
- *\$1 million in cost savings attributed to Relay Messenger engaging with high-risk members*



Want to learn more?

Relay has proven its success in helping healthcare payers improve HEDIS[®] scores. In fact, one Relay client attributed improvement in **16 out of 24** HEDIS[®] measures to their Relay program.

To learn more about how Relay can help with driving actions to improve your quality scores, reach out to us.

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Website

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