

Tufts

Inspiring Meaningful Member Engagement

Tufts Health Plan was founded in 1979, as a nonprofit organization. Tufts Health Plan takes pride in improving the health and well-being of their members. Their focus goes beyond the scope of delivering health insurance to advocating for health and wellness in the diverse communities they serve. Tufts Health Plan is committed to ongoing innovation and working towards member centricity.

The Challenge

The relationship between Americans and health insurance providers can be characterized, at times, as apprehensive and tends to produce polarizing responses in both the public and political sphere. But Tufts Health Plan has found a way to combat this stigma by increasing efforts to focus on the customer. Allison D'Agati, Sr. Market Research Analyst for Tufts Health Plan, speaks to the need their organization has of assuring that their members know they are interacting with not just a business, but a team of individuals who listen.

"We want our members to know that they are talking to real people and that they are genuinely cared for." This is where Tufts Health Plan sees the benefit of initiating an online community platform like Fuel Cycle, which maximizes the ability to continually engage with members, and hear their voices.

1000+

members

89

quick polls

12

activities

3130

survey responses

"Traditional market research can be very expensive and time-consuming. With our online member communities, we are receiving quick market research without having to worry about time and additional monetary constraints. It's efficient and quick, which is where we see the maximum benefit. Simultaneously, we get this deep member profile that iteratively builds on itself with each interaction and survey response."

- Allison D'Agati, Sr. Market Research Analyst, Tufts Health Plan

The Results:

A common challenge that industries face is how to access and aggregate feedback that can be turned into actionable change. Particularly with health insurance, where member information is timely and sensitive. Wendy Jacobsen, Director of Market Research and Intelligence at Tufts Health Plan relates how their organization decided to face this challenge head on. “At Tufts Health Plan, senior leaders expressed a desire to be able to engage more directly with our members, to gather their input on things in a dynamic fashion, while also communicating with them on an ongoing basis and over time. Their goal was to ensure that members’ direct feedback was being taken into account when designing new products, materials, communication and/or marketing pieces. Creating the online community allowed us to do that.” They named their online community “Your Voice” and created a space that reflected their brand’s vision and design with the aim to make the community a familiar place for members to join and connect.

Once the Tufts Health Plan team began interacting with Your Voice community members, they reached a level of familiarity and emotional connectedness that they had hoped for and anticipated. D’Agati says, “We’ve learned a lot more about the types of things our members are interested in learning about. Health insurance can be very daunting, so we’re using Your Voice to help ensure that we’re giving our members the best possible experience!” They mix both qualitative and quantitative research methods to ask pointed questions that give them insights into anything from member knowledge of various insurance plans to what kind of designs they would like to see on content.

Looking towards the future:

The narrative of insurance agencies has historically been met with an air of ambivalence, but Tufts Health Plan holistically and systematically makes the effort to create a bi-directional member connection. In a complex market economy, meaningful client relationships are the greatest forms of currency, and we trust that Tufts Health Plan will continue to maintain their ongoing efforts of putting members first.

“There are so many vendor options, we were looking for one that could be a one stop-shop, in terms of offering many different types of information gathering methods, as well as innovative tools, and that’s what attracted us to Fuel Cycle.”

- Allison D’Agati, Sr. Market Research Analyst, Tufts Health Plan