



CASE STUDY

# Tufts Health Plan

## Inspiring Meaningful Member Engagement

### Fuel Cycle Product

FC Community



### Areas of Impact

- CMO
- Branding
- Marketing
- Advertising

#### The Problem:

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. The organization wants their members know they are interacting with a team of individuals who really listen, not just a business. Allison D'Agati, Sr. Market Research Analyst for Tufts Health Plan says, "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 an online community platform like Fuel Cycle, which maximizes their ability to continually engage with members.

#### The Solution:

A common challenge that businesses face is how to access and aggregate feedback that can be turned into real 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 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. 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 everything from member knowledge of various insurance plans to what kind of designs they would like to see on content.

#### The Results:

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.

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Allison D'agati  
Sr. Research Analyst  
Tufts Health Plan