

Winning AEP: Six Best Practices for Compliant Member Engagement

Your systems already know which members need to act — who's aging in, whose plan changed, who hasn't engaged. The open question is whether the channels reaching them actually drive completion. Relay is the Compliant Channel Platform that closes the gap between intent and verified member action, turning AEP from a retention risk into a retention advantage.



SIX BEST PRACTICES FOR AEP

- 1 **Lead retention before the window opens**
Reinforce plan value with a plain-language benefits recap. Retention during AEP is won before it starts — not during the scramble.
- 2 **Communicate plan changes early and clearly**
Proactively notify members of benefit, premium, and formulary changes. Confusion is one of the highest-leverage disenrollment drivers.
- 3 **Run a dedicated Age-In campaign**
Reach the turning-65 cohort with Medicare education, plan-comparison support, and enrollment-deadline reminders timed to the decision window.
- 4 **Deliver deadline reminders where members act**
AEP is time-critical. An SMS notification paired with a persistent, personalized Feed puts the reminder — and the next step — in front of the member until they complete it.
- 5 **Keep quality measures moving year-round**
Sustain Annual Wellness Visit, screening, vaccination, and CAHPS-completion outreach. Strong Stars going into AEP is both a quality result and a retention asset.
- 6 **Re-engage existing members ahead of AEP**
Target inactive and low-digital members with renewal, plan-change, and life-event touchpoints before the window opens — so re-engagement doesn't start cold.

OUTCOMES HEALTH PLANS SEE USING RELAY:

- Members meaningfully more likely to review their plan information
- Measurable lift in renewal and retention rates
- Reduction in call-center volume during peak enrollment periods
- Higher care-gap closure supporting HEDIS and Star performance

80%

of an MA population digitally connected on Day 1 using Relay Feeds

40%

HRA completion rate among Medicare Advantage members — nearly double typical benchmarks

68%

Medicare members who took action to keep the same plan during an ongoing engagement campaign for aging-in members



Why the Relay Feed Performs During AEP



No login. No app. No barrier.

Carries member-level, personalized content compliantly — members view and act directly from the SMS link.



The next step is embedded in the message

Compare plans, confirm coverage, schedule a visit, complete a form — all inside the Feed, with one tap.



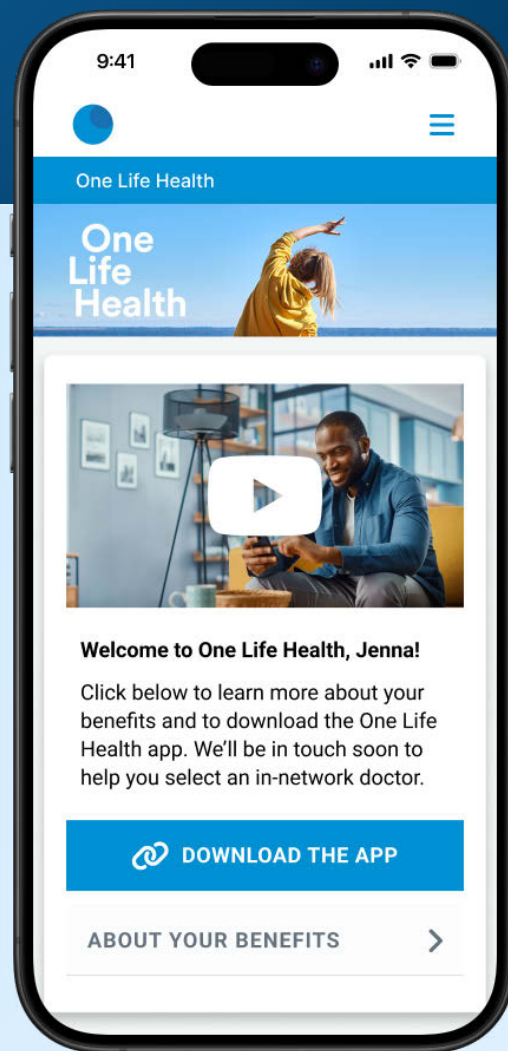
Verified completion, not impressions

Every action is returned to your systems of record — so you see who completed, not just who was reached.



Complements your existing stack

Sits behind the channels you already run — email, IVR, mail — adding a verified digital completion layer without replacing them.



A NOTE ON OLDER MEMBERS & DIGITAL ENGAGEMENT

A common assumption is that older members won't engage digitally. Relay's data says otherwise.

3M+

Medicare members on the Relay platform, platform-wide (as of September 2025)

23%

average click-through rate of Relay healthcare members ages 75-84

27%

average action rate of Relay healthcare members ages 65-74

RELAY MEDICARE CLIENT POV

Medicare is our most profitable line of business, and it actually happens to be our most engaged. Our senior members engage with us far more than any other line of business. With Medicare, we've seen a lot of growth with clinical care gap closure using Relay as well as the annual wellness visit messages.

- Director, Member Engagement Strategies
Relay Healthcare Client