

Deliver Personalized Content to Help Drive Behaviors and Outcomes



Manage, personalize and track delivery and interaction with key information to patients, members, program participants, and employees. Utilize data from those interactions to make strategic CX decisions.

You want to personalize the CX healthcare journey to motivate action, increase satisfaction, reduce costs, and adhere to compliance and regulatory guidelines. Broadridge and GoMo Health have teamed up to bring you an enterprise solution designed to do just that, the Health Engagement Hub.

The Health Engagement Hub combines the GoMo Health BehavioralRx®, an evidence-based science of behavioral engagement that leverages proven cognitive and psychological techniques to stimulate higher levels of reciprocity and action, with Broadridge's omni-channel communications and content management engagement platform to maximize each member and patient touchpoint across the wellness cycle.

BENEFITS OF THE HEALTH ENGAGEMENT HUB

- Reach members and patients across multiple channels through seamless SSO and API integrations: print on demand (POD), digital, email, SMS and emerging channels, such as microsites and personal cloud services
- Engage customers with personalized content using a centralized library and self-service tools, including marketing, sales and education materials (e.g., welcome kits, care management materials and brochures)
- Make it easy for members and patients to take action with care management navigation tools that provide personalized, relevant information for each user
- Aggregate data and gain insights to form a holistic view based on member and patient actions and behaviors with real-time feedback via assessments, surveys or direct response questions, helping to prove ROI and drive engagement decisions
- Manage collateral and meet brand and regulatory guidelines through a centralized content management and UI ordering portal
- Leverage Salesforce training and certification
- Help meet data privacy, security, and regulatory requirements: Broadridge is Health Insurance Portability and Accountability Act (HIPAA) compliant and our HITRUST CSF certification is in process with completion targeted for 2021

THE HEALTH ENGAGEMENT HUB BENEFITS MULTIPLE USERS AND SITUATIONS. SAMPLE USE CASES:



Providers: Supporting Clinical/Product Education and Compliance Tracking

A new compliance regulation document in the Hub is approved and automatically sent and tracked to the clinical teams (i.e. nursing, physicians, social work, pharmacy, etc.). Electronic signatures are captured for the individuals who have read and agreed to the content. Automatic reminders are sent to individuals who have not completed the assignment, and escalations are sent to management for those who have not signed off. This is captured and reported in the dashboard.



Members/Patients: Accessing and Reporting on Health Education and Engagement

Member and patient education materials are created with the option of including individualized information specific to each person or family. With survey tools, feedback is incorporated to further personalize future communications. Progress reports and certificates of completion are also available, enabling healthcare organizations to see what content was consumed.



System Administrators: Assigning Content with Flexibility and Ease

Following a bulk-load of materials to the Hub, dynamic assignments are configured for all newly admitted patients that will assign the day they arrive. The administrator creates an education bundle with both standard and custom content with the ability to filter out non-applicable content for the care team. Managing versions and assigning approvals of content is also supported.

ABOUT GOMO HEALTH

GoMo Health delivers a suite of web-based, patient and member centered, cost-effective population health management solutions that support the complete continuum of care.

ABOUT BROADRIDGE: HEALTHCARE COMMUNICATIONS

Broadridge distributes nearly 7 billion digital and print communications per year on behalf of 5,000 brands. Our solutions transform how payers communicate with their members and provider network by creating an integrated digital and print experience. We help clients increase digital adoption, improve engagement, support data privacy and security, and meet regulatory requirements. To find out how you can deliver personalized content to help drive behaviors and outcomes, call +1 844 889 4040 and visit <https://www.broadridge.com/video/broadridge-contenthub-for-healthcare>.

BROADRIDGE FAST FACTS:

- 7B communications delivered annually across print and 12+ digital channels
- Invested \$1B+ over the last decade in print and digital
- Achieved ISO, PCI, HIPAA and HITRUST CSF compliance and security designations
- 7 geographically dispersed facilities help ensure disaster recovery while providing a strategic footprint
- 100+ patents and pending applications for technology innovations issued by U.S. Patent and Trademark Office

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

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