Enhancing The Membership Experience

VisibleThread
Supporting Healthcare and Insurance Payers

Making Your Communications Clear and Compliant

$7.2m

Reduce call
Center Costs*

23%

Reduce Review Time
for Product Assets

Increase Ratings
★ ★ ★ ★ ★

Improve CMS Clear
Language Compliance

A Use Case: Cost and Experience Improvements

Thousands of membership letters are produced by insurance providers every day.
Most are written by subject matter experts. Plenty of jargon leaves members confused,
even anxious. The result, increased pressure on your call center operations and a troubled
membership experience.

With the help of VT Insights an insurance provider changed just 11 letters to start.

Here are their results:

19%
Fewer help desk calls

23%
Reduction in related
resubmissions

$325K
Annualized savings*

** Plain Language Project SunLife Financial (VisibleThread client)
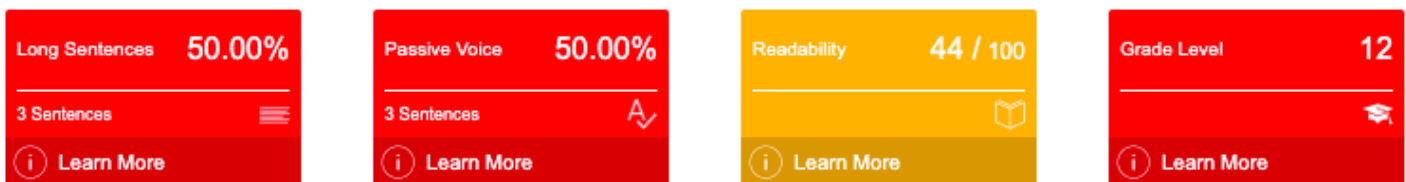based on 11 re-writes on letters of correspondence*

VisibleThread – Improving Membership Communication

The four main elements of clear communication

1 **Grade Level –** The general population reads at grade level 8. Writing to seniors will require a grade level of 6.

2 **Readability –** This takes jargon, complexity and other measures into account. Score 60 or higher for clear member communications.

3 **Passive Voice –** Active voice is far more engaging and understandable. Keep passive voice to 4% or less

4 **Long Sentences –** Long, convoluted sentences make content harder to read. Aim for 5% long sentence use.

We took an extract of a standard membership letter sent to an employer.
Spot the difference before and after using the VT Insights Platform:

Before:

Long Sentences 50.00%	Passive Voice 50.00%	Readability 44 / 100	Grade Level 12
3 Sentences	3 Sentences		
(i) Learn More	(i) Learn More	(i) Learn More	(i) Learn More

You are now required by CMS to take the following action:

Now that you have learned that your plan is "not creditable," you have between September 15 and November 14, 2019 to communicate the status of your plan to all Part D-eligibles. This information is vitally important to your covered employees and retirees, as a delay in their enrolling into Medicare Part D will likely result in a higher premium.

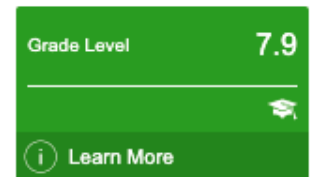CMS has developed a model notice that you may customize and use for this purpose. This notice can be found at <<link>>.
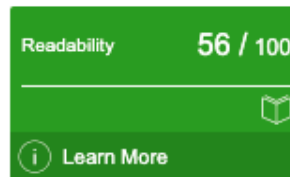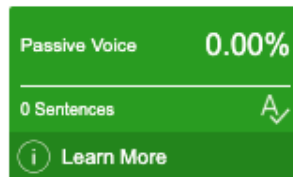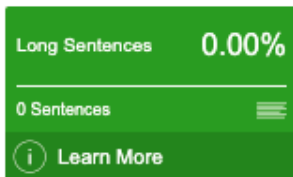
While you are not obligated to use this letter, there are very specific government directions about what must be included in any communication to Medicare-eligibles regarding their current prescription drug coverage.

These paragraphs have **123 words in total,** a readability score of **44** and a grade level of **12**. It comprises of **6 sentences**, 3 of which are long. The longest (flagged in pink) have **31 words each**. The sentence marked in blue has **28 words**.

VisibleThread proudly supporting winning teams

After:

| Long Sentences | 0.00% | | Passive Voice | 0.00% | | Readability | 56 / 100 | | Grade Level | 7.9 |

Long Sentences 0.00%	Passive Voice 0.00%	Readability 56 / 100	Grade Level 7.9
0 Sentences	0 Sentences		
Learn More	Learn More	Learn More	Learn More

CMS requires you to take the following action:

We outlined that your plan is "not creditable". Now, you have to take action between September 15 and November 14, 2019. You need to communicate the status of your plan to all Part D-eligibles. This information is very important to your covered employees and retirees. A delay in their enrolling into Medicare Part D will likely result in a higher premium.

CMS developed a model letter that you may customize and use. Find it here: <<link>>

You don't have to use this letter. Be aware though that there are specific government directions. These cover what information you must include in communications to Medicare-eligibles regarding their current prescription drug coverage.

Now we have **117 words in total**. The readability has improved to **56**, while grade level reduced to **7.9**. There are **no** long sentences.

VT Insights Platform

VT Readability – Supporting Writers

> Writers score and fix their own content for single tone of voice
> Instantly flag jargon and corporate-speak
> Analyze both offline and online assets; letters, disclosure statements, directives, blog copy etc.
> Subject matter experts communicate their technical knowledge in jargon free, easy to understand language
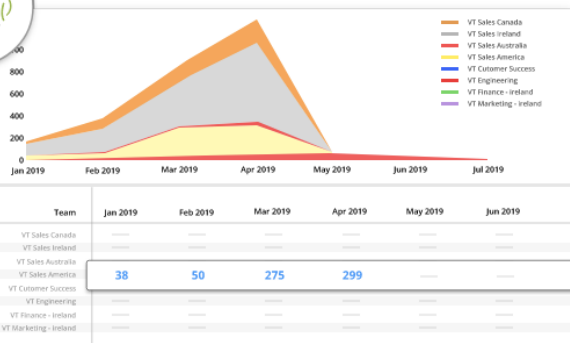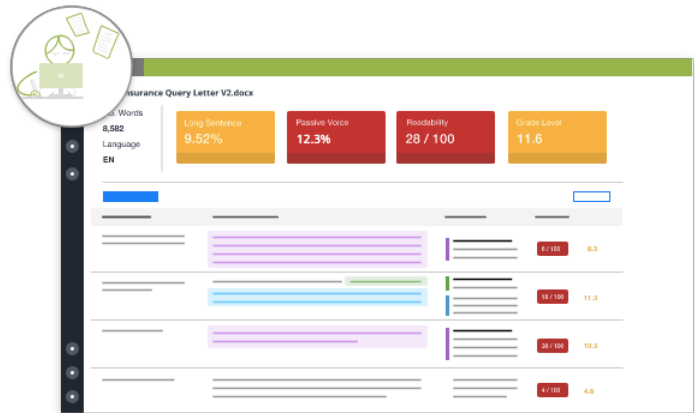
VT Insights – Providing Executive Oversight

> Supports plain language program roll-out
> Shows usage and adoption across your organization
> Measures quality improvement across all organization assets, both offline and online
> Flags if writers are using non-compliant, off-brand language

Enhancing Membership Experience Through Clear Compliant Communication
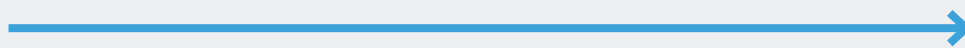
Arrange your demo today.
Email: info@visiblethread.com

www.visiblethread.com
info@visiblethread.com
+1 703 888 3530

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