

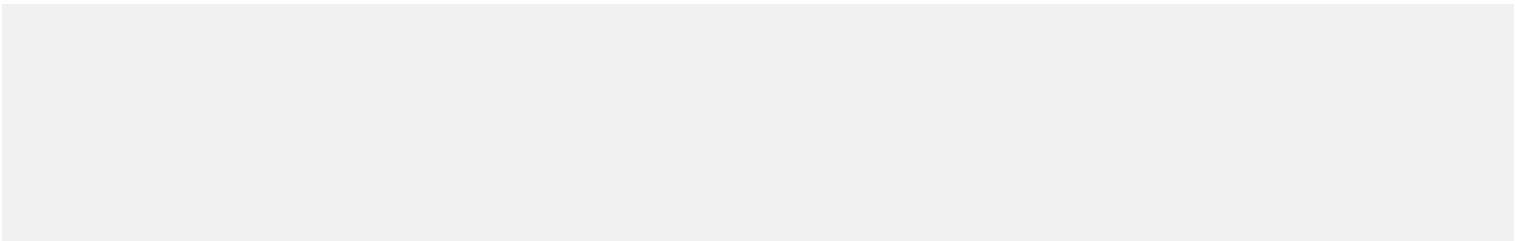
Member profile guides

Customizing your member engagement strategy by consumer type

What do your members expect from lab services? And how might that help you shape member engagement efforts?

Consumerism in healthcare is here to stay.

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Frequent testers

Coverage

Primarily Medicare

White or blue collar

Upper middle class

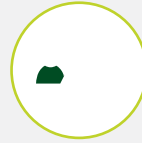


~ 6 lab visits per year³

Engagement opportunity

An aging baby boomer population means a growing group to engage

Least demanding of all member types (easier to satisfy)



Prefer **quiet waiting rooms**

Lack of information/poor communication leads to negative experience

Least satisfied and most price-conscious of all member types

Expensive lab procedures

Lack of flexible lab scheduling

Long lab **wait times**

Recommendations

Ease their anxiety

Provide information and curated online resources—this can help with decision-making and reduce anxiety; also consider pointing them toward additional services they can benefit from

Don't make them wait—answer their questions online or, as some health plans are doing, in person at retail locations²

Be transparent about cost, when possible—and help them find ways to save

Recommendations

Give them quality



Interested in learning more?

Contact your Quest Diagnostics sales representative
or visit us at [QuestDiagnostics.com/HealthPlans](https://www.questdiagnostics.com/HealthPlans).