

Minimizing Member Churn, Powered by AI

As health insurance markets become increasingly competitive, optimizing member retention – or reducing churn – is a key strategic priority for plans across all lines of business. Nationwide, average churn rates exceed 10% for Medicaid, 15% for Medicare Advantage, and 25% for Exchange plans. Although churn among Medicaid members declined under the continuous enrollment provision of the Public Health Emergency, rates are projected to significantly increase following the reinstatement of the redetermination process on April 1, 2023.

Member churn is a significant driver of financial performance as investments made in member health and engagement take time to accrue and it takes an average of four years to recoup the cost of each member lost.



**Our Member Churn Model
Identified members
most likely to exit the plan**

◆ Up to 9 Months in Advance

◆ Correctly identified Non-Renewing
Members Over 90% of the Time

Key Benefits



Assess churn risk across all members, consistently and efficiently



Understand underlying drivers of churn with precision



Engage at-risk members earlier and more effectively

About us: Siftwell harnesses the power of artificial intelligence and causal inference to empower health plans to improve the health of their members through actionable insights. We combine cutting-edge predictive capabilities with deep managed care expertise to drive transformational change in health care delivery, costs, outcomes, and equity.

CONTACT

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