

Transform Member Engagement

With a Data-Driven Rewards & Incentives Program

rewards 

Health plans need effective solutions to activate members and improve Star Ratings and risk adjustment. Many incentive programs fall short.

Pareto RewardsIQ supports ~1M lives with personalized outreach, strategic engagement, and data-driven rewards that improve health outcomes and member satisfaction while driving business value.

Complete Program Configurability

- Tailored incentives designed around health plan priorities, including Annual Wellness Visits, in-home assessments, diabetes screenings, preventive care, and chronic condition management.
- Strategic flex card configurations, gift card options, and a curated health product store.
- Consultative program development to define scope, participating members, and engagement strategies.

Personalized Member Campaigns

- Omni-channel engagement through digital outreach, direct mail, outbound calls, and cross-program education.
- Predictive analytics that target high-risk, high-need members based on clinical acuity, risk, and quality measures.
- A/B testing and real-time optimization to continuously refine campaign effectiveness.

Drive Better Financial & Quality Outcomes through a Differentiated Approach to Rewards & Incentives

A well-executed rewards and incentives program engages members and delivers tangible results that impact Star Ratings, boosts financial performance from risk adjustment, and drives meaningful health outcomes.



For a **rewards and incentives program** that increases AWW completion by the *right* 10%, an integrated and orchestrated approach can drive:

~300%

increase in incremental RAF financial value compared to traditional programs

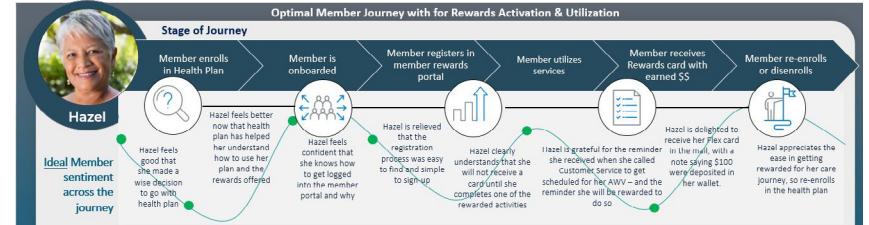
Up to a ½ Star improvement

compared to traditional programs



Optimal Member Journey

A structured engagement and incentive model drives activation, builds member trust, and ensures continuity of care. Thoughtfully designed campaigns deliver the right message at the right time through the right channel, reinforcing health plan goals while creating a better member experience.



Take the Next Step

Pareto Intelligence delivers a **fully integrated, data-driven approach to rewards and incentives**. Reach out to our experts to build a program that drives real impact.