



Drips Impact: Welcome Campaigns

For a service as important as healthcare, a strong welcome campaign is key to improving satisfaction. Drips conversational outreach has delivered proven impact for many healthcare onboarding programs.



MEDICARE ADVANTAGE PLANS

Drive To A Welcome Phone Call



20%

More members transferred to a welcome phone call with an agent.

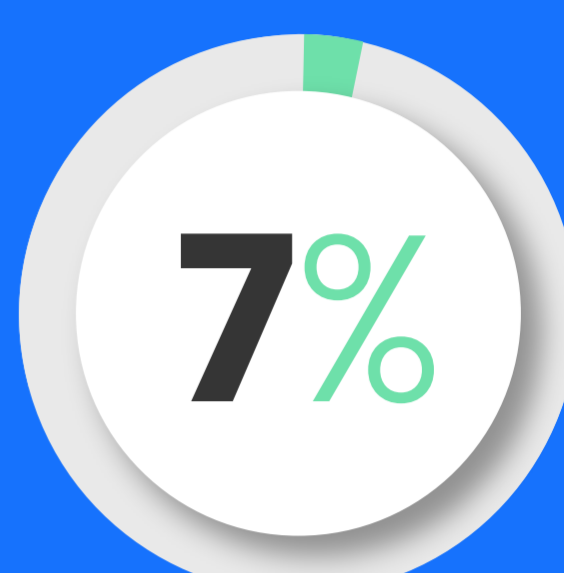


28%

More members fully completed the welcome process.

7%

Fewer members opted out or disqualified.



83%

In an A/B test, Drips modified script tone and saw an **83% incremental boost** in high-quality calls over eight minutes long. Drips **constantly optimizes campaigns** to achieve better results.



MARKETPLACE PLANS

Member Education

↑55%

Increased engagement compared to typical phone call outreach. Engaged members learned about their plan and were able to switch if desired.



2.6%

Of members were able to complete a plan switch, boosting overall plan retention.

PRESCRIPTION DRUG PLANS

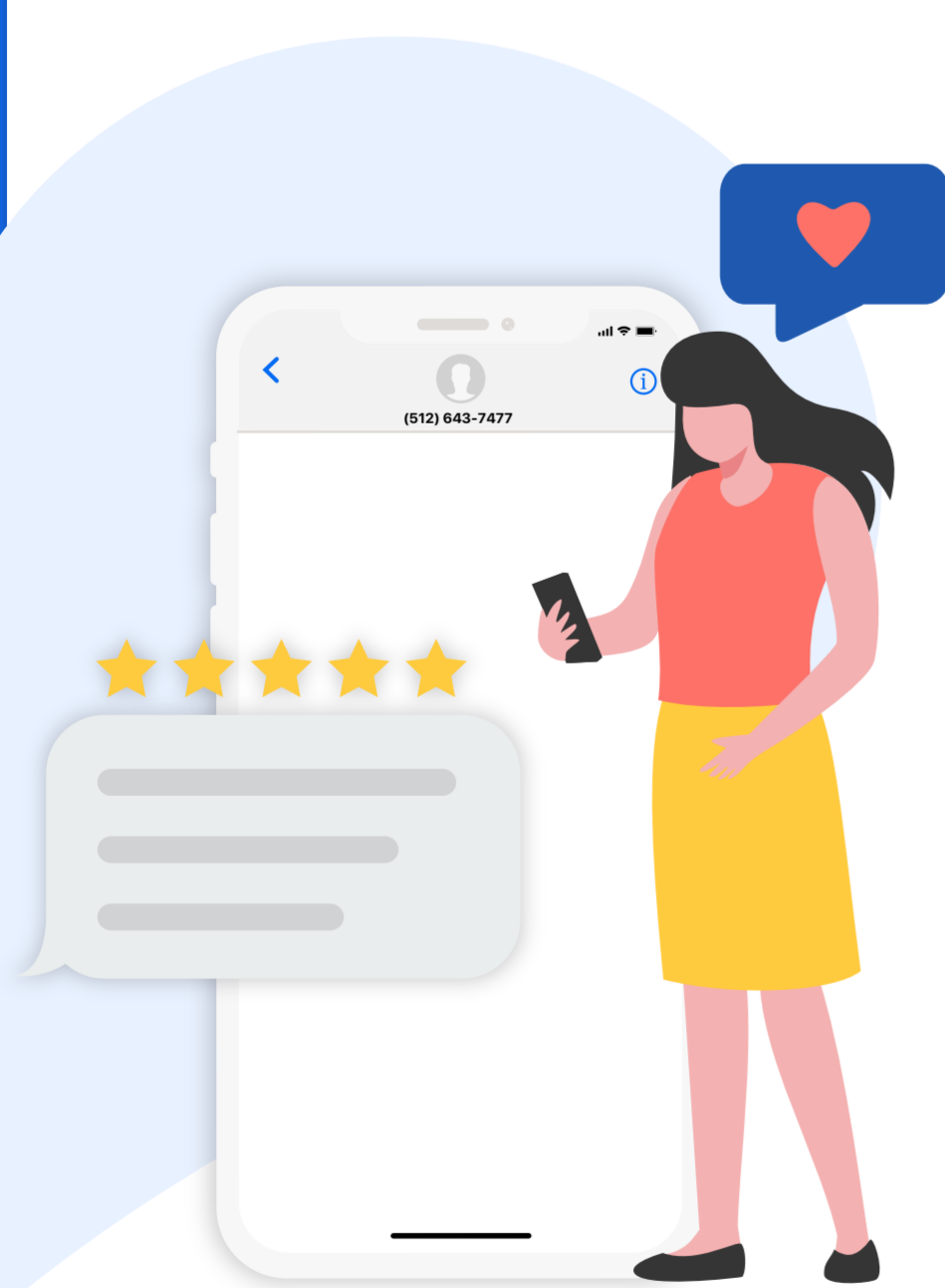
Customer Experience

16.5%

Of members successfully reached a desired outcome, such as a welcome call or app download.

40%

Total Engagement Rate



GET THE GUIDE

Welcome + By Drips



Drips works with every client to develop conversational outreach campaigns that deliver the impact they need when onboarding new plan members. Read our guide to learn how Welcome + By Drips can work for you.

[Learn More](#)