

At BeneLynk we "lead with help" to engage Medicare Advantage members and start the conversation by addressing the challenges that prevent them from living their healthiest lives.

Our integrated solution addresses SDOH barriers, helps Veterans, and increases both new dual enrollment, and dual retention of benefits.



## BeneLynk impacts SDOH through four areas of focus



### Community Lynk

Our professional Advocates engage members and link them with meaningful SDOH benefits from a database of over **150,000 Federal, state, and community programs**.

Community Lynk provides:

- Increased member engagement
- Improved health outcomes
- Rising member satisfaction
- Higher member retention



### Veteran Lynk

Identify your patients who have served.

- Find and recognize your patients who have served in the United States Armed Forces
- Understand the "hidden" care they may be getting through the Department of Veterans Affairs
- Create a holistic view of your member to positively impact:
  - Risk payments
  - HEDIS
  - Medical management
  - Member service



### Dual Lynk

Advocate for lower income patients to get the Medicaid/MSP benefits they deserve.

- Increase dual penetration by finding "hidden duals"
- Robust, multi-modal engagement campaign centered on human-to-human contact
- The professional advocacy your members need to get the benefits they deserve



### Retention Lynk

Help patients retain their Medicaid benefits.

- Customizable, annual outreach program to provide education and member engagement
- Multi-modal engagement model with state-specific materials, scripting, and outreach materials provides meaningful next steps to complete annual recertification
- Partial-to-Full upgrade advocacy

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# Health is more than healthcare.

And we help members get the benefits they deserve. By developing a complete picture of the Social Determinants of Health (SDOH) that affect each member, and maximizing the use of benefit programs, we create positive outcomes for managed care plans and their members.

## 01. Secure

Our best-in-class security solutions meet rigorous industry standards for accessing, storing, and utilizing sensitive information and our SDOH services are HITRUST CSF certified.

Our technology-enabled platform ensures we deliver customizable solutions to meet client needs.

## 03. Innovative

We show our clients what we are doing and how it helps members to obtain and retain benefits.

## 02. Flexible

We improve results and increase dual participation by finding overlooked or hard to reach dual eligibles

## 04. Transparent

To serve today's managed care members, health plans need to understand the social context that their members live in. What are their social barriers and what are their important life experiences? And how can we work together to help members live their healthiest lives? At BeneLynk, we help managed care plans understand their members.



## Our Principles

BeneLynk engages a wide range of members with one dynamic conversation about their social determinants of health. We lead with help, asking members how we can help them address their personal challenges.



## The BeneLynk Solution

To get your patient the maximum benefits they have earned you need a vendor who can proactively and efficiently: **1.** Help patients to become dual-enrolled, **2.** Prioritize potential full dual-eligibles that are most in need, **3.** Identify partial-duals that qualify for full Medicaid and **4.** Help all duals to maintain their benefits annually.

## About BeneLynk

BeneLynk provides technology driven solutions that capture and communicate health informatics crucial to Medicare Advantage Plans. We are able to bring innovative solutions to the Managed Care industry by understanding the intersection of healthcare and government benefits.

[BeneLynk.com](https://www.benelynk.com)

## More Information

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