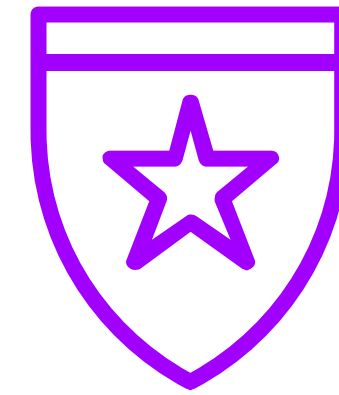


Sterling Silver Club shines for older adults

Renown Health develops a new program to engage older adults for better health management



Loyalty for better outcomes



Loyalty programs—most common in the travel, lodging and retail industries—have been relatively less mature in the health provider space. Leaders at Nevada-based Renown Health, an integrated healthcare delivery system, sought to make a difference in how it serves its patients and members. It is using a data-driven approach to understand and engage with its older adult community members, patients and health plan members to improve their health and access and to create raving fans.

Renown Health leaders sought to connect with older adults more deeply by formalizing a free loyalty program geared just for them. It envisioned a program that engaged with individuals holistically, across health habits, services and health plan membership, and created the best possible experience for patients and members.

Renown leadership team's reimagining of the customer experience considered practices from other industries to recognize who Renown's members are, learn what they need, and determine how to keep their interest.

The program's goals were to connect with these members, deliver valuable interactions to improve individual health, and boost business growth.

An estimated 10,000 people turn 65 every day in the US. This demographic is digitally savvy, tending to fully research their health experience choices and be highly selective in their shopping with opportunities for [switching](#). This contrasts with digitally disengaged older adults, who may have been more tethered to a health system with a primary care provider. As more health systems and emerging providers offer personalized and digital experiences that incorporate concierge-guided goals, older adults have shown an increased willingness to switch.

Renown's proactive outreach to connect and meet needs goes hand in hand with cross-industry reports that companies focused on loyalty grow revenues 2.5 times faster than competitors and generate 100-400% higher returns for shareholders.¹

¹"Are You Undervaluing Your Customers?" Rob Markey. Harvard Business Review, January-February 2020. <https://hbr.org/2020/01/are-you-undervaluing-your-customers>



When tech meets human ingenuity

A program based on data + insights



Together with Accenture, Renown Health used its insights from older adults in the market and its customer data warehouse to draw insights to shape the loyalty program and offerings. It

combined research data and input from patients and members to determine experience and loyalty requirements and to co-create the loyalty program. What it heard was that some adults wanted activity participation with health-minded people like them. Some sought coaching on digital health engagement with electronic medical records (EMR), while others didn't. Activities, various types of classes and lifestyle support programs varied by customer segment. For each segment, Renown matched the activity profiles and preferences.

The team used analytics, experience design methods, a health stratification tool and iterative refinement to develop five distinct personas that were tied to potential ways to connect with an older adult population.

The team also focused on reducing barriers to care by establishing a human and digital outreach personal assistant "concierge" program for members of its Medicare Advantage program. On the human side, Renown representatives act as personal health assistants by proactively reaching out and scheduling health programs and clinical services and transportation as needed.

With all the elements in place and tested, the older adults involved gave it a name—the Sterling Silver Club—based on serving Nevada, the "silver state," and signifying the precious metal and audience. Renown Health launched its free loyalty program for adults aged 55 and older that mixes health, personal, social and lifestyle enhancement topics and activities, powered by the Renown Health system, the caregiver teams and its Hometown Health/Senior Care Plus health plans. Sterling Silver Club members can connect to important health and healthcare services by learning about new medical providers, services and initiatives.

They are introduced to healthcare experts in person and virtually through care coordination services, contributing to building connected, positive relationships with Renown. Sterling Silver program attendees are also able to schedule their healthcare needs on the spot as well as join tailored health programs and medical practices.

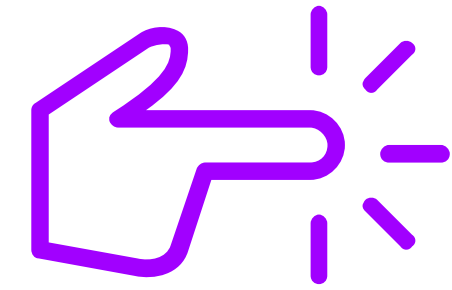
These comprehensive offerings reflect a healthcare system that cares for the individual's health holistically, all helping to deliver personalized care.

"We are seeing that building loyalty creates preference, service use and growth."

Suzanne Hendery
Marketing and Customer
Experience Officer,
Renown Health

A valuable difference

Enrollment and personal touch



Today, Renown's Sterling Silver Club enrollment has 22,000 members—20 times higher than at the program's start three years ago, with older adults interacting and participating in various ways at an all-time high. This enrollment is helping to make Renown the provider of choice in northern Nevada. This achievement is boosted by newsletters that celebrate the lives of members; screenings and educational programs with physicians to inform; and social events like parties, concerts and films. All events and program members are coached and supported through electronic medical record (EMR) sign-ups and use and encouraged to make an appointment, if needed, with a healthcare provider. All these efforts are helping to reduce switching of providers while putting people first.

Renown has also experienced a 65% reduction in emergency department visits over three years due to the club's education about other programs and the launch of a senior urgent care center. Older adults are directed to the most appropriate care site or service. As a result, Renown's operating costs during this period declined by approximately 30%.

Beyond the numbers, the Sterling Silver Club members feel a personal touch by being introduced to the people, names and faces of Renown's large organization at a one-to-one level. The club allows Renown to build awareness and loyalty for its hospitals, physicians, programs and services through ongoing communications, satisfaction through appropriate care and positive experiences.

For example, during the height of the pandemic, Renown team members made outbound calls to connect with Sterling Silver members and resolve any physical or mental health barrier issues. If members needed food or transportation, community resources were made available. During the loneliness and isolation many experienced during the pandemic, this well-being check-in reflected another human-centered connection from caregiver to person.

Renown continues to refine the Sterling Silver Club program. Integrating next-best-action recommendations and personalized outreach hold further potential to secure older adult loyalty.



“We thank our community members for engaging with our clinicians to co-create the Sterling Silver Club, a proactive customer engagement model and partnership that is there for people—in sickness and in health.”

Suzanne Hendery
Marketing and Customer
Experience Officer,
Renown Health

Highlights of Renown and its Sterling Silver Club loyalty program outcomes:



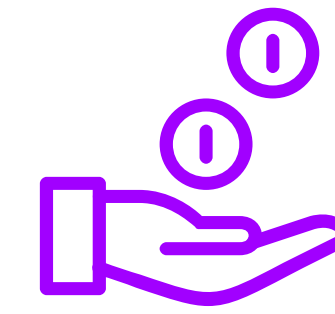
20X

Increase in loyalty program enrollment



65%

Reduction in emergency department visits



Up to 30%

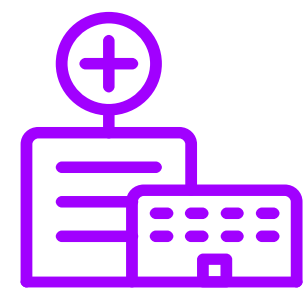
Reduction in operating expenditures due to better care site direction



97%

Of members are in Renown's electronic medical records system

Highlights of high-care engagement across the Renown Health Silver Sterling Club membership:



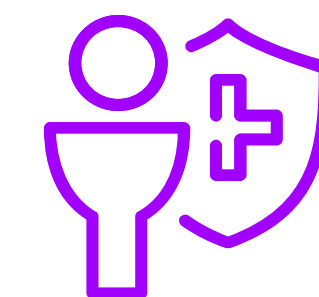
90%

Of members had a Renown inpatient or outpatient encounter in 2021



73%

Of members had a Renown primary care visit during 2020—up 10% in one year



70%

Of Sterling Silver members are also members of Renown health insurance plans