



Client Problem:

Client was losing members at an accelerating rate and couldn't see *who* was at risk until it was too late to intervene. Traditional retention efforts were broad, expensive, and reactive.

Predict Solution:

Predict Health enabled the Client to see which members were likely to churn in advance of AEP, understand why, and provided the Client with insights to take targeted actions that improved retention and margin.

ROI / OUTCOMES: Smart Retention Improvement

Impacted Members	7,000
Saved Margins	\$1.6M
ROI	12.7x

Predict Health empowered the Client to improve retention and LTV and achieved a 12.7x ROI for its initial population setting up a much larger impact when expanded in the future.