

CASE STUDY

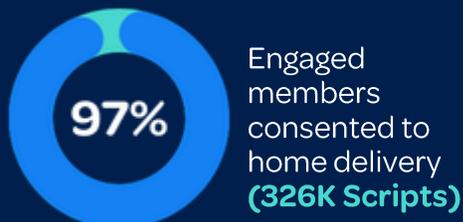
From Outreach to Action: 97% Member Consent Yields 326K Rx Home Deliveries

THE OUTCOMES

Among **2.7M+** members
outreached to:

4.8M Calls made

80K Hours saved from
manual outreach



127K Prescriptions
were enrolled in
auto-refill

Data: 2025

THE CLIENT

A large, national pharmacy benefit manager (PBM) was maximizing their auto-dialer outreach but faced constraints with limited agent capacity to engage over 1 million members.

OUR SOLUTION



**EmpowerActivate
Solution**



**Voice
Modality**



**Medicare &
Commercial
Members**

We deployed **conversational AI to conduct outbound campaigns targeting Medicare and Commercial members**, securing consent for home delivery and enrolling eligible prescriptions into auto-refill programs. Our streamlined approach allows members to consent to both services in a single interaction, ensuring convenient doorstep delivery and uninterrupted medication supply through automated scheduling.

Initially, we provided outreach to 1 million members over the first 2 years. **Now, we execute outreach to nearly 1 million members every quarter.**

**Want to see how EmpowerHealth
can help your population?**

LET'S CONNECT!

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