



Integrated Social Care Solutions



About BeneLynk

BeneLynk is a national social care vendor for managed care companies.

We engage members to understand HRSN challenges and to provide professional advocacy to access benefits.

BeneLynk helps to remove barriers to allow members to live their healthiest lives.

At **BeneLynk**, our goal is to improve lives and positively impact health-related social needs (HRSNs) by providing our healthcare partners with the information they need and their members with the advocacy they deserve.

Our solutions are designed to eliminate barriers to better health by providing member-centric outreach powered by our dynamic Lynk360™ technology, which uses predictive variables such as member and household demographics, member condition profile, and community economic profile to identify the members who are most likely to qualify for assistance.

From there, our live, friendly advocates “lead with help” to engage your members and connect them to benefits that help them live their healthiest lives.

Dual Lynk

Medicare recipients with lower incomes may qualify to receive full or partial Medicaid benefits. Once enrolled in Medicaid, these members are commonly referred to as “duals.” Because

these members typically have greater health concerns and more costly medical needs, it is crucial that health plans identify their dual-eligible members and help them receive the benefits they deserve. Identification of dual-eligible beneficiaries further helps to ensure the Medicare Advantage plan is paid accurately for the risk of their members. Once successfully enrolled in Medicaid, the member receives much needed financial assistance including reimbursement of the Medicare Part B premium, lower copays, and increased benefits.

With our Dual Lynk services, our health plan clients can expect to:

- Increase dual penetration by finding “hidden duals”
- Improve risk-adjusted revenue for new duals
- Increase risk-adjusted revenue for partial to full upgraded duals
- Optimize member retention
- Enhance quality performance

We are experts at identifying dual-eligible members, including those overlooked by traditional eligibility predictors.



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The combination of our skilled advocates and comprehensive advocacy technology allows us to help our clients' members enroll and stay enrolled in Medicaid or a Medicare Savings Program.



Community Lynk

Community connects us all and can have a significant impact on one's life and health. The conditions in which people are born, grow, work, live, and age account for 80% of health outcomes. Community Lynk facilitates access to federal, state, local, veteran, and non-governmental benefit programs. We aim to enhance your strategic initiatives while delivering value and brand loyalty for your plan.

With our Community Lynk solution, our health plan clients can expect to:

- Improve member satisfaction and engagement
- Lower medical costs
- Improve health outcomes
- Boost member retention

Leading with help means that our advocates start every conversation by asking what

challenges the member is facing, documenting those challenges using ICD-10 Z codes, and surfacing solutions all in one call. Our advocates link members with benefit programs from a national database of over 300,000 programs available through our partnership with findhelp.org, an industry leader in social care.



Community Lynk+

Dual Special Needs Plans (DSNPs) have been mandated to ask HRSN questions annually. In addition, new HEDIS measures and NCQA standards have been created with HRSNs and health equity in mind. In response to the growing HRSN requirements across the country, BeneLynk has partnered with PRAPARE® for an extended HRSN assessment. Community Lynk+ has all the benefits of Community Lynk with the addition of an extended HRSN assessment that has been translated into over 25 languages, allowing us to connect with more of the diverse communities we serve.



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The PRAPARE® screening tool is designed to engage members in assessing and addressing HRSNs in four core domains including:

- Personal characteristics
- Family and home
- Money and resources
- Social and emotional health

Our Community Lynk+ solution also allows us to seamlessly and efficiently map our HRSN assessment responses to ICD-10 Z codes, SNOMED, and LOINC.



Retention Lynk

Medicaid enrollment is important to members' overall health and well-being as it ensures that they receive the extra benefits they need to stay healthy.

Our Retention Lynk service is a member-centric, comprehensive outreach campaign that provides customized information to your members to help them stay enrolled in Medicaid.

With Retention Lynk, BeneLynk provides health plans with:

- Customizable, annual outreach programs that

include education and renewal assistance

- Multi-modal engagement with state-specific materials, scripting, and outreach materials
- Dual upgrade advocacy
- An ongoing avenue of communication to facilitate member engagement
- An opportunity to collect or verify other health equity data elements

Our renewal efforts drive Medicaid retention and member satisfaction.

While we cast a wide net to ensure that everyone receives timely renewal education and assistance, we only bill our clients for those members for whom we provide live education or assistance.

We also evaluate members for additional benefits or a dual status upgrade. In some states, this may include applying for Supplemental Security Income (SSI) through the Social Security Administration.

Health is more than Healthcare

We know that our healthcare system needs to do better in serving members with social care challenges, and BeneLynk is dedicated to leading this cause.

We know that inequities exist in both care and outcomes. To make this leap forward requires caring, professional advocates establishing a human-to-human connection while being supported by an integrated technology platform.

To learn more about how BeneLynk is positively impacting health-related social needs, visit our website and follow us on social media.



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Veteran Lynk

A Veteran's service is an important part of their life story, and it plays a key role in their health care journey. According to data from the U.S. Census Bureau, approximately 22% of Medicare Advantage members are Veterans of the United States Armed Forces. To best serve your members, Medicare Advantage plans need to find and recognize members who have served in the United States Armed Forces and ask important questions about the "hidden" care they may be getting through the Department of Veteran Affairs (VA).

The care that a Veteran receives from the VA is not systemically communicated to their Medicare Advantage health plan, leaving the care received at the VA "hidden" from the plan.

This creates a gap in risk adjusted revenue and prevents the plan from having a clear understanding of a members' diagnoses and treatments. As the industry's leader in serving Veterans, we retrieve the Veteran's records directly from the VA.



With Veteran Lynk, we help to:

- Identify Veterans from the broader MA population
- Secure member authorization to communicate with the VA
- Retrieve charts from VA facilities across the country
- Provide comprehensive charts to our Medicare Advantage customers

Once the Veteran members are identified and records are retrieved, the health plan with the help of BeneLynk can then link Veteran members with a wide array of programs which specifically target HRSN barriers that could affect the Veteran population.