

A Ready-to-Implement Toolkit for an **Integrated Social Care Program**



BeneLynk positively impacts social risk factors (SRFs) through four areas of focus.

BeneLynk's solutions expand an organization's member outreach efforts to identify members with social risk factors and connect those members to meaningful resources.



Community Lynk+

Systematically document SRFs and link members to impactful benefit programs.

- Meet evolving regulatory requirements with an extended social care assessment
- Identify and address members social risk factors
- Facilitate access to over 300,000 benefit programs
- Document challenges and solutions using ICD-10 Z Codes, SNOMED, and LOINC
- Improve health outcome
- Optimize quality initiatives



Veteran Lynk

Identify and capture medical records for members receiving care at VA facilities.

- Find and recognize your members who have served in the armed forces
- Improve care coordination
- Identify and address social risk factors
- Create a holistic view of your veteran members to positively impact:**
 - Risk payments
 - HEDIS/Stars
 - Medical management
 - Member services



Dual Lynk

Advocate for low-income members to help them receive the Medicaid/MSP/LIS benefits to which they are entitled.

- Increase dual/LIS penetration to improve HEI performance
- Provide low-income members with increased income and lower copays
- Improve medication adherence measures
- Improve member satisfaction and tenure
- Help ensure accurate risk-adjusted revenue



Retention Lynk

Engage members and encourage maintenance of Medicaid/MSP benefits.

- Deploy dynamic, state-specific outreach campaigns
- Engage members and offer them education assistance about annual Medicaid renewals
- Complete new Medicaid applications for those who are still potentially eligible
- Help members secure the highest level of benefits possible by evaluating members for full dual benefits or SSI



Building a Complete Picture

To serve today's managed care members, health plans need to understand the social context in which their members live. What are their social barriers? What are their important life experiences?

By developing a complete picture of the social risk factors that affect each member and maximizing the use of benefit programs, we can create positive outcomes for managed care plans and their members.



Secure: Our solutions meet rigorous industry standards for accessing, storing, and utilizing sensitive information, and our social care services are HITRUST CSF certified.



Flexible: Our technology-enabled platform allows us to align services to meet our clients' unique needs.



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



Transparent: We are transparent in our reporting. Health plans can see the work we are doing on their behalf, and how it is helping members obtain and retain benefits.



Compassionate Engagement

BeneLynk engages a wide range of members about their social health challenges. We lead with help, asking members how we can help them address their personal challenges. From dual eligible outreach to Medicaid retention, veterans' services, and community program enrollment, our team is passionate about our work and is proud to make a positive difference in the lives of your members.



The BeneLynk Solution

To get your members the maximum benefits they deserve, you need a vendor who can proactively and efficiently:

- Screen, identify, and provide solutions to address barriers
- Reduce voluntary disenrollment by addressing SRFs, strengthening the relationship between the plan and member, and removing financial barriers
- Systematically document SRF challenges and solutions using ICD-10 Z Codes, SNOMED, and LOINC
- Make a human-to-human connection - the heart of good social care



About BeneLynk

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

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

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



For more information, contact Keslie@BeneLynk.com