

Helping payers deliver more effective care management through scalable outreach and member engagement

ABOUT Wolters Kluwer:

The Clinical Effectiveness solutions from Wolters Kluwer help healthcare organizations and professionals harmonize care and reduce unwanted variability by aligning decisions. Care teams in over 190 countries make evidence-based decisions with Lexicomp®, Medi-Span®, and UpToDate® in their workflow, and empower patients to participate in their care with Emmi® programs.



See what customers are saying:

"As a health plan, it's critically important to us that we engage our members in ways that are meaningful to them. What we're really trying to do is ensure that patients have the information that they need to be informed decision makers. Emmi provides us with a user-friendly tool that patients and their families can use any time, anywhere to help them make those decisions."

— Associate VP of Medical Affairs, large health plan

WHAT WE OFFER

Emmi® interactive engagement solutions from Wolters Kluwer help payers empower members to take a more active role in their own health. For care management teams, Wolters Kluwer provides trusted, tech-enabled content solutions that expand their reach, amplify the impact of care interactions, and help build confidence and trust with members.

EmmiGuide™

- ✓ Over 650 videos and tracked, interactive multimedia programs—at an accessible level and in multiple languages (all in English & Spanish, a subset in up to 8 languages)
- ✓ Extensive collection of over 8,500 educational leaflets in up to 20 languages
- ✓ Integration into the care management platform with analytics to monitor utilization and allow for targeted follow up
- ✓ Self-directed member access to educational programs via out-of-the-box website or ability to tailor content into the payer's site

EmmiOutreach®

- ✓ Smart outreach campaigns via IVR and digital delivery, helping to close gaps in care



Why Emmi®?

The Emmi philosophy begins with a dedication to putting the best interests of the person at heart. Our clinical, marketing and educational design experience helps us know what triggers human behavior, what motivates positive behavior change, and how to communicate in order to help people become active participants in their health and well-being. And our expertise in the pressures facing leading healthcare organizations helps us build solutions that address key challenges without exhausting resources or disrupting workflows.

While Emmi can provide customized engagement programs for our clients, all materials included in our general library are subject to our proprietary editorial policies intended to keep the information as unbiased as possible, reflecting clinical best practices based on evidence and rigorous professional review.

Trusted care management support, hosted on Azure

When care managers support members with trusted content from Emmi that is hosted by Microsoft Azure, they can be more efficient without sacrificing the quality of care. Vetting or creating resources for members can be arduous, and Emmi allows the care team to choose content quickly and with confidence – from a solution that proves its value every second of every day in care settings around the world.

Digital health delivery for member support 24/7

Payers can improve their members' web experiences quickly by embedding trusted consumer-ready content – interactive multimedia, videos, and articles – using APIs designed for digital health experiences.

Tech-enabled engagement that can flex and evolve

As payers evolve their member relationships over time, their technology needs to keep up. Emmi and Microsoft deliver a flexible suite of delivery options, from IVR or text-based outreach to Azure-hosted browsable content or APIs to digital health tools.



Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

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