



First Impressions

You get one chance to make a First Impression. Make it count.

First Impressions is an empowering onboarding experience for new members that is designed to help them start their journey toward better health. First Impressions increases quality measure compliance and member retention.

- ✔ First Impressions is a multimedia onboarding journey that leads members through state regulatory onboarding requirements. It significantly reduces onboarding expenses.
- ✔ Finity's closed-loop system identifies the best method to communicate with each member.
- ✔ Members are motivated to see their PCP and complete an HRA within the first 90 days.
- ✔ Members are placed on a unique LifeTrack based on eligibility, EHR, HRA, and claims data, and are given their first health activity to complete.

First Impressions Onboarding Module and Videos

