

Curative's **Baseline Visit** is where it all begins for our members.

At Curative, we're committed to helping our members get the most out of their health plan **from day one**.

The Baseline Visit is designed to simplify the member experience for all. After barriers are eliminated, we want to **welcome our members back** to health care they can trust.



High engagement

98% completion of the **Baseline Visit.**

We use **multitouch** member engagement to drive **Baseline Visit** participation.

1. Enrollment



Emphasized discussion in the enrollment meeting

2. Plan Start



Printed materials mailed with member ID card



Introductory and follow-up emails to dynamic content

3. 120 Days



Individualized calls and texts to members who do not sign up



Auto-scheduling capabilities



Employer toolkit: Posters, Emails, Intranet Resources