WellCo

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WellCo Overview

WellCo delivers digital-first preventive care focused on nutrition, weight management, and cardiometabolic health, prioritizing:

- Diabetes
- Hypertension
- Dietary counseling

Business challenge: reduce member churn while optimizing outreach budget

Objective: provide a ranked list of top n members for prioritized outreach

Data

🌐 **Web Visits** - Shows health content members viewed   📱 **App Usage** - Sessions in app

🧑‍⚕️ **Member Profile** - Churn, outreach, signup date   🏥 **Claims** - Medical records

Member Profiles for Modeling:

Health Profile – Indicators for key medical conditions

Clinical Activity – Volume and variety of medical claims

Member History – Membership duration

App Usage – Frequency and consistency of mobile app use

Web Usage – Health topics viewed and overall level of digital interaction

Model Strategy

Estimate baseline churn risk

Predict how likely each member is to leave based on feature exraction

Estimate outreach impact

Compare predicted churn with and without outreach to estimate expected churn reduction from contacting each member

Expected Benefit = Churn Risk Without Outreach – Churn Risk With Outreach

How Many Members Should We Contact?

Members are ordered by expected benefit - how much outreach is expected to help them:

Start with highest-priority members

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Increase the group size step by step

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$$Net\ Impact = \sum expected\ benefits - n \cdot \frac{C}{V}$$

n = group size, C = constant cost, V = member value

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Continue expanding the group until this *Net Impact* stops increasing

Choose *n* where *Net Impact* is maximized

Conclusions

➡️ Move from "contact more people" to "contact the right people"

🎯 Targeting the top-ranked segment is expected to deliver stronger retention

👥 Recommended campaign size now: **1,425** members

📅 Next step: execute pilot and use outcomes to refine future thresholds