

Individual, Large Group, Small Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, NY, OH, VA, WI

# Engaging members in value-based care

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A value-based approach to care focuses on better care for lower cost. It rewards providers for better patient outcomes, not the quantity of care provided. Member engagement and the right technology are important parts of a successful value-based care model.

We recently shared an [article](#) about member engagement and technology that examines:

- Why patient portals and technology are key to value-based care success
- The importance of simple, clear, and transparent member interaction
- Why informed decisions start with meaningful information
- How we use clinical and financial data to support informed decisions
- Our investments in technology and innovation to support and engage members

These make up the framework of our value-based approach to lowering costs and improving outcomes.

Help your clients understand how benefit options focused on value-based, whole-person care, can help them and their employees.