

Using the Plan Calculator: Turning Data into Decisions

Once your email invitations go out, members naturally fall into one of four categories in our Engagement Pyramid:

1. **No Response** – Email unopened or ignored. No charge.
2. **Challenge Only** – Member took the Healthcare Proficiency Challenge but did not proceed. No charge.
3. **Waiver Submitted** – Member formally opted out by submitting a Non-Compliance Waiver.
4. **Program Enrolled** – Member requested and received a Patient Better unit. This is a billable engagement and counts toward your unit allocation.

How the Calculator Helps You Plan

The Plan Calculator pairs these engagement categories with your chosen pilot size (Micro, Small, Standard, or Enterprise). You can:

- **Test in Small Batches:** Start with a Micro Pilot (500 units) to see real engagement behavior before committing more budget.
- **Predict Costs Accurately:** You're only billed for Program Enrolled members, so the calculator shows your *maximum possible* spend.
- **Read Behavioral Data:** Even non-participants give you insight—open rates, challenge completions, and opt-outs are all documented.
- **Scale with Confidence:** If early results are strong, move from Micro to Small, Standard, or Enterprise pilots.

Why This Works

- Zero financial risk for non-participants.
- Immediate CMS-aligned reporting on engagement and activation rates.
- A data-first approach—start small, then grow based on evidence, not guesswork.

