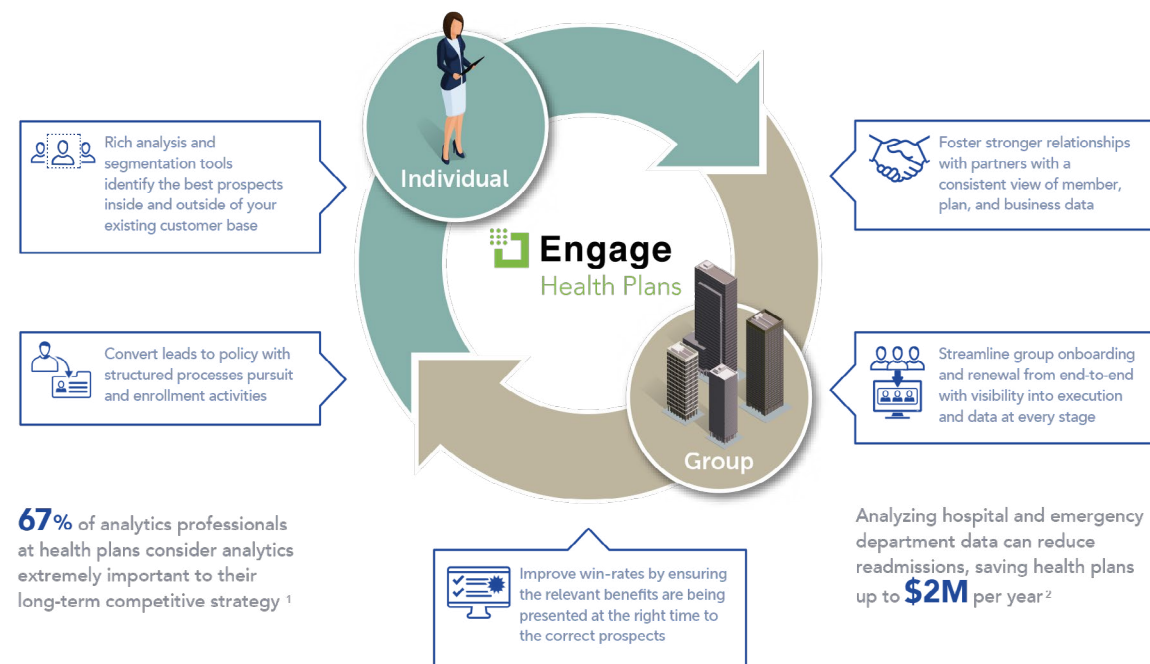


Health Plans optimize individual and group member journeys

Prebuilt solution accelerates implementation and provides flexibility as business needs change

Optimizing the Member Journey



Deloitte Center for Health Solutions, 2017
Deloitte Center for Health Solutions, 2017

Challenges

Optimize customer experience and compliance while moving to value-based payment model.

- Maintain compliance with HIPAA, HITECH Act, PCI, and other regulations while moving to a value-based payment model
- Present optimal benefit packages to win customers and provide greatest profitability
- Ensure optimal experience for individual, family, and group members

Solutions

Combine prebuilt capabilities and best practices for holistic member management.

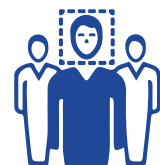
- Provides prebuilt solutions to accelerate implementation, allow flexibility for change, and support member care management and interactions
- Enables health insurance payers to create benefits that attract new members and maintain profitability
- Delivers a comprehensive, end-to-end platform for managing onboarding and renewals

Business Outcomes

Realize improved individual and group member experience Enhances management and analysis of field claims adjuster performance.

- Use the internet of things (IoT) to connect and monitor medical devices, and to connect to member records with Microsoft Dynamics 365
- Gain ability to quickly build out business logic and make adjustments as needs change
- Easily transform real-time data into actionable outcomes

Optimize Operations and Customer Experience With Comprehensive Technology



Identify the Best Prospects



Advanced Opportunities



Provide Real-time Visibility



Foster Stronger Relationship

“Having a strong customer experience cuts down costs, diminishes administrative spending, increases patient and member retention and also improves patients’ ability to make better decisions.”³

Learn More

[Engage for Health Plans >](#)

[Request a Demo >](#)



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Focus on superior member experience with purpose-built relationship management for health plans

Prebuilt solution accelerates implementation and provides flexibility as business needs change

Challenges

To improve member experience, health plans are making significant investments in new infrastructure and moving to value-based arrangements. While they do so, they need to maintain excellence in all aspects of the business and the customer life cycle:

- Maintain compliance in a volatile regulatory environment
- Deliver holistic member care management
- Take advantage of IoT technology for improved outcomes
- Optimize member experience with efficient, consistent onboarding and renewals processes
- Strengthen broker relationships through education and communication

Solutions

Hitachi Solutions' Engage for Health Plans, powered by Microsoft Dynamics 365, allows health insurance companies to reduce claims, improve loss ratios, optimize individual and group member experiences, and navigate the regulatory landscape. With on-premises and cloud capabilities, health insurance payers can move to the next level.

- The solution enables population health by driving greater understanding of health outcomes, patterns of health determinants, and policies and interventions
- A claims integration toolbox facilitates comprehensive member visibility and interactions
- Health insurance companies and providers can connect and monitor medical equipment and devices to Microsoft Dynamics 365 member records
- Prebuilt distributor relationship management capabilities create improved broker relations

Features

Hitachi Solutions offers the full capabilities of Microsoft Dynamics 365 with an expanded solution set built specifically for the unique needs of health payer organizations.

- Group plan administration: Process plan onboarding and renewals quickly and efficiently by giving full visibility into the process with a comprehensive end-to-end platform
- Distributor relationship management: Turn distributor relationships into a powerful competitive differentiator with performance management capabilities and visibility into the distributor network.
- Group and individual sales management: Help sales and marketing collaborate with dashboards, performance management, and automated tasks to execute across the lead-to-premium life cycle
- Member care and integration: Improve interactions by providing access to information from policy administration, claims, billing, imaging, and document management systems all in one place

Business Outcomes

Health insurance payers reap tangible business benefits with a system that delivers a more consistent, improved experience for individual and group members.

- Optimized member experience: Provides a superior member experience from onboarding to renewals, with mechanisms for rapid issue resolution and response to inquiries
- Enhanced efficiency and visibility: Boosts efficiency with an all-in-one platform that provides complete member visibility
- Improved operations: Streamlines operations with complete administration, relationship management, sales, and member care and integration for more efficient service
- Enriched communication and collaboration: Provides a robust and easy-to-use platform to engage stakeholders throughout the health plan organization
- 4 health insurance journeys that matter most to members:
 - Selecting provider (25%)
 - Submitting claims (24%)
 - Submitting question/problem (23%)
 - Joining a plan (17%)⁷



58% of healthcare insurers have already shifted from fee-for-service toward value-based reimbursement.⁴

⁴ McKesson Corporation. Journey to Value: The State of Value-Based Reimbursement 2016.



Population healthcare compound annual growth rate (CAGR) was **26%** from 2013 to 2018.⁵

⁵ Sage Growth Partners. Population Health Management Industry Overview. May 19, 2016.



Clinical analytics is growing at a CAGR of **12.5% per year**.⁶

⁶ Market Research Future. Clinical Intelligence Market Projected to Grow Radiantly by 2023. December 2017.

⁷ McKinsey & Company. Great Customer Experience: A Win-Win for Consumers and health Insurers. 2016

Learn More

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