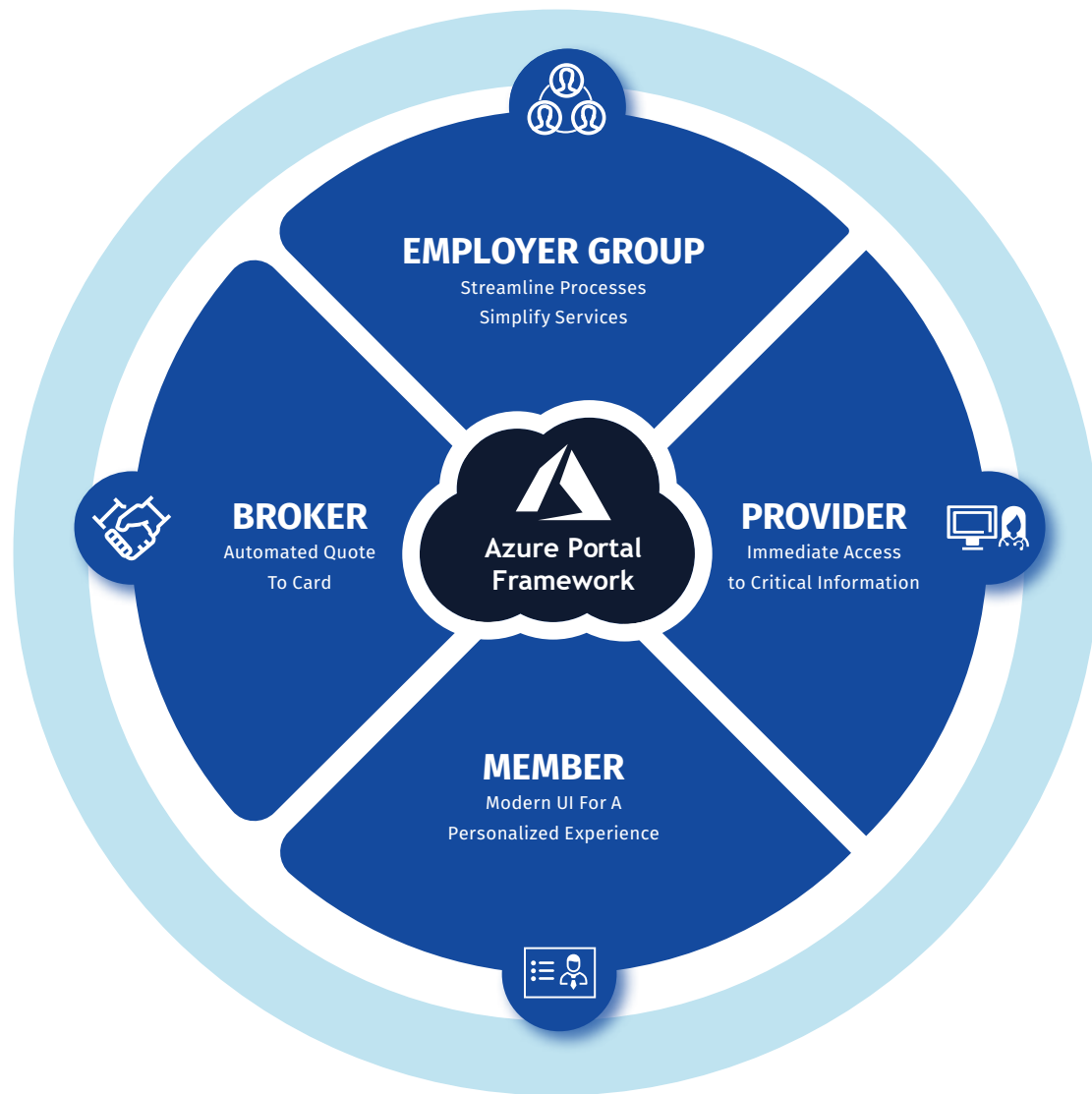


A Fully Integrated Portal Framework Allows Health Plans To Deliver A Superior Digital Experience

Offer your constituents an efficient, intuitive user experience through a customized, centralized, modern portal platform



Challenges

Cumbersome and inefficient legacy portals

- Inconsistent user experiences that impede effectiveness.
- Slow responsiveness due to a lack of integration across data streams.
- Inability to scale without incurring significant costs.

Solutions

An integrated, centralized, data-driven portal solution powered by Microsoft Azure

- Provide visibility and data-driven actionability across your entire ecosystem.
- Automate data collection and analysis for fast and accurate decisions and responses.
- Present a consistent, branded look and feel.
- Customize to meet your unique business requirements.

Business Outcomes

Enables improved performance by rapidly analyzing accurate data

- Improve member loyalty with a consistent user experience and rapid responses.
- Cost-effectively scale to meet changing needs.
- Make more informed decisions based on integrated data.
- Provide a better quoting experience for brokers and agents.
- Nurture stronger relationships between providers, brokers, groups, and members.

Improves Performance Across the Health Plan Ecosystem

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Engage for Health Plans >

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Better serve your member, broker, provider, employer group ecosystem through an intuitive, integrated portal platform with a modern digital experience

A holistic approach to health plan portals drives superior performance and experiences

Challenges

Self-created or off-the-shelf portals cannot offer the customization and integrated experiences health plans need to get the greatest benefit from their data and best serve their constituents.

- Overcome user confusion and frustration by providing a consistent user experience across channels
- Provide a modern digital experience for all constituents to enable brand loyalty
- Fully integrate data generated from disparate sources to yield data-driven insights
- Easily scale the platform to respond to changing needs in a cost-effective manner



BY YE20, **80% of healthcare payers** will be on a systematic path to enabling digital business, but fewer than 30% will be digitally mature.¹

¹ Gartner Research, "A Clear Maturity Model Lights the CIO's Digital Healthcare Payer Path," March 2018.

Solutions

By unifying constituent interactions within a centralized, integrated portal platform, you can more effectively provide a modern digital experience. The Microsoft Azure portal framework leverages the power of Azure to provide datadriven insights and create efficiencies that can improve all aspects of your business.

- An intuitive, consistent, branded look and feel improves the user experience
- Data-sharing and interfaces bring visibility to all constituents and offer a 360-degree view
- The ability to easily add components enables cost-effective scaling
- A customizable platform addresses your unique business requirements
- Dedicated UI/UX resources support a truly personalized portal experience



"In a five-year assessment, the total cost of ownership for a Microsoft Azure portal framework implementation is typically **less than the cost of a traditional SaaS** model portal implementation."
– Leah Quartano Bowling, Vice President, Insurance and Healthcare, Hitachi Solutions America.

Features

The portal framework provides robust functionality through enhanced Azure capabilities across all aspects of the ecosystem.

- Data analytics and automated processing streamline onboarding, accelerate renewals, and ensure accurate and efficient implementation management
- Enhanced quoting tools improve the sales cycle experience and drive broker adoption
- Dashboards, performance management tools, and automated tasks promote better execution across the sales life cycle
- Intuitive service tools and a 360-degree view of member data improve customer service across all member touchpoints



20%-30% revenue growth is resulting from digital tools that enable lead management and conversions.²

² Gilbert, Greg, Luis Almeida Fernandes, Ajit Sawant. Digital is reshaping US health insurance—winners are moving fast. McKinsey & Company. January 2019.

Business Outcomes

Fully integrated, data-driven portals deliver a modern user experience tailored to your business needs and drive improvements that boost performance across your business.

- Improve the user experience with a consistent interface that enables fast, intuitive interactions
- Increase profitability by identifying the best prospects and converting more leads, faster
- Make more informed business decisions based on comprehensive, ecosystem-wide, data-based insights
- Achieve greater business continuity by fostering stronger relationships among all constituents



20%-40% reductions in administrative costs are being realized with process automation and self-service tools such as portals.³

³ Ibid

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