

CONTENT COMPOSER FOR HEALTHCARE PAYERS

Personalize member communications

As technology quickly evolves, so do the expectations of healthcare payer members. While many members are comfortable with the tried and true paper-based communication model, many more want to communicate via the channels with which they are most comfortable. That could be email, web chat, text or social media. Communication that is digital, personalized and consumed on-demand.

That's why more than 60 percent of organizations say customer experience is their top priority, according to a survey by analyst firm Aspire Customer Communications Services. And why 80 percent of payers invest up to one-third of their health IT dollars into improving customer experience, according to a Change Healthcare study. Unfortunately, 72 percent of payer customers haven't seen any improvement, according to the same study. But that can change.



ENHANCE MEMBER COMMUNICATION ENGAGEMENT

Members receive separate communications from various functions, products, and channels within the payer organization — each with different messages, purposes, and formats — rather than coordinated and personalized communications. This lack of consistency and governance is only the beginning. Most payers don't have the technology necessary to support the effective use of multiple channels, such as web, mobile and social media. Content assembly processes cling to labor-intensive legacy processes, and outdated systems make it difficult to reuse or share content with different business units and roles.

By creating and managing personalized communications and omni-channel delivery, Content Composer, Hyland's flagship customer communications management (CCM) product, helps payers increase engagement with external parties. Designed to integrate with enterprise applications and office productivity software, Content Composer features powerful creation, distribution and management tools to improve member communication efficiency, productivity and consistency.

Hyland has helped insurers with their information and communication needs for more than 20 years. Content Composer is unique. Purpose-built for the payers, the product has helped all insurers optimize correspondence and connect with policyholders from start to finish. It provides a single platform for all three member correspondence types: batch, on-demand and interactive.

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- Aspire Customer Communications Services

BENEFITS

Timely, personalized provider and member communications

Provider and member management touches every aspect of a health insurance organization. When an insurer generates provider or member communication across multiple departments and systems, it can be inconsistent and impersonal. Content Composer improves engagement with timely, personalized communications designed for the member's preferred format and device by utilizing data from multiple sources to create the most accurate and up-to-date correspondence. Members want a personalized insurance experience, and this expectation is only increasing over time. Soon, member experience will overtake price and product as the key brand differentiator.

Consolidate communication applications with a single enterprise-ready solution

Companies with the strongest omni-channel customer engagement strategies retain an average of 89 percent of their customers, as compared to 33 percent for companies with weak omni-channel strategies, according to Aberdeen Group Inc.

Connect with members from start to finish

Member communications touches every aspect of the healthcare payer organization, including new business, premium accounting, member service and claims.



Payor enrollment is your first opportunity to make the best impression with new members. Getting these conversations correct will show you understand your member.

- Benefit elections
- Enrollment and benefit guides
- Insurance card
- Welcome correspondence
- Welcome education



Help ensure the health of your members by sharing vital educational materials with high risk groups. Send reminders for yearly check-ups, vaccinations and more.

- Exercise and nutritional tips
- Wellness screening reminders
- Smoking cessation assistance
- Healthy lifestyle education



Consistent and formalized communications in member service is imperative. Customer service is the key differentiator, and by doing it well, insurers can drive the member acquisition, retention and efficiency that will create their competitive advantage.

- General correspondence
- Forms requests
- Confirmation statements
- Renewal notices
- Annual notice of changes



Strict guidelines must be met once a claim is received. During this part of the process, insurers are required to communicate in compliance with regulatory standards.

- Explanation of benefits
- Claim packets
- Missing information requests
- Denial letters
- Settlement notifications

Proven for high-volume and complex production output and distribution, Content Composer consolidates communication applications with a single enterprise-ready tool able to manage high output volumes, complex document formats, and omni-channel delivery. The solution promotes data integrity by pulling information values directly from multiple systems, eliminating errors and leveraging the most up-to-date information from the primary source. Fully automated composition can be triggered by a third party system or automated process. The composition of the documents, packaging, output transformation and distribution can all be pre-configured so that no user interaction is required.

Support the creation of communications through direct integration with core business systems

Existing legacy systems are still scattered throughout your enterprise and are limited in digital capabilities. A modern CCM solution should integrate into your existing and future business processes and access data from multiple sources, including appeals and grievances, claims, compliance, auditing and member enrollment. Content Composer supports the creation of communications through direct integration with core business systems like Cognizant member database, and familiar screens, providing communication in context.

This eases administrative burden by decentralizing template authoring and editing, and allowing business units to participate in the creation of their correspondence. Content Composer creates a robust environment for administrators to create and manage complex components in a global library, that is designed to maximize the re-use of common languages, clauses, headers, footers, logos/brand icons, etc. providing central management for text blocks, processes, scripts and more. Templates can be authored by business owners in Microsoft Word, allowing business users to create and update their own templates. Component inheritance allows downstream templates to receive updates when the base component is changed.

As the customer experience continues to evolve, member communications will play an increasingly important role in your organization's success. Now is the time to take control of those processes with a CCM solution designed to meet your unique needs.

Learn more at HylandHealthcare.com/Payers