

Communications for **Member Engagement**



Overview

Communication is the backbone to impactful member engagement. And, Health Plans are dependent on effective communications to keep their members happily engaged. However, most communication fails due to four reasons namely, lack of personalization, improper channel, incorrect frequency of communication delivery, and incomplete/absence of context. Apart from these issues, Health Plans are required to adhere to regulatory compliances, like Medicare Marketing Guidelines, while communicating with members.

To overcome these challenges and deliver timely, accurate & personalized communications across multiple engagement channels, a complete member communication management solution becomes a must for Health Plans.

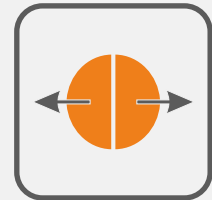
Key Challenges Faced In Creating Member-Facing Communications



Higher printing and mailing costs during annual enrollment periods, involving large volumes of member communications



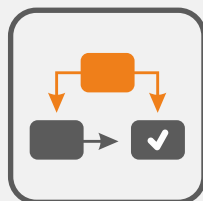
Higher turn-around time due to manual creation of member correspondences, such as notice, contracts, demand letters, statements and others



Consolidation of information from disjointed, fragmented systems for creating a single member statement



Lack of multi-channel delivery and absence of multi-lingual communication



Compliance with HIPPA and Medicare Marketing Guidelines



Inability to track communication delivery and response



High member onboarding expenses



Decentralized health communication systems

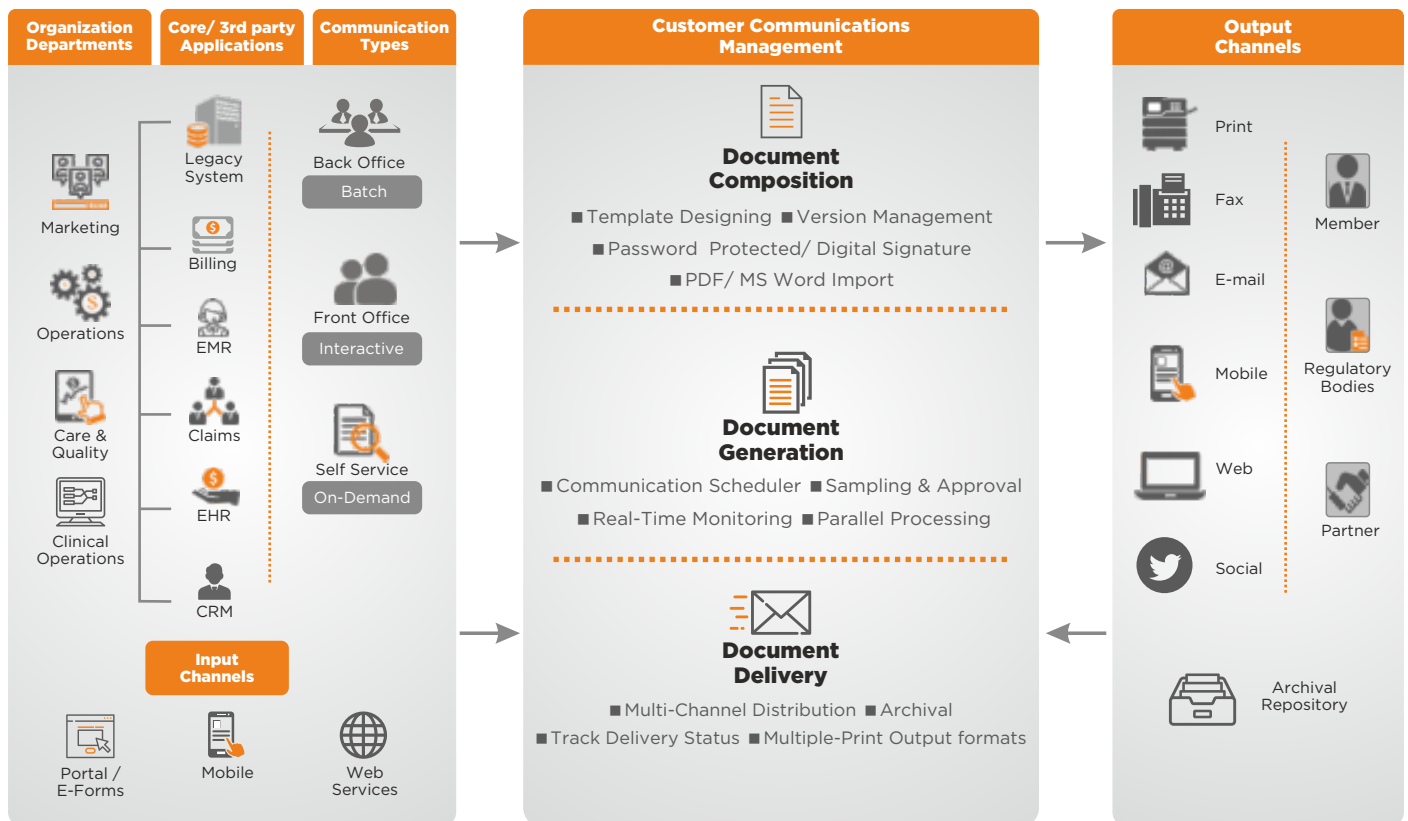


Absence of secure member communication, such as digital signatures or password protected PDFs

Newgen Solution for Member Engagement

Newgen's customer communication platform enables you to streamline your member communications and engage them better through back-office, front-office, and self-service by connecting disparate systems and applications.

The platform allows Health Plans to deliver the right message to the right member at the right time through the right communication channel. Based on members' profile and preferences, it enables Health plans to utilize critical information and generate precise communications. Health Plans can archive millions of correspondences, which support repository systems and comply with HIPAA guidelines. Further, it helps Healthcare Payers to save and retrieve PDF documents from any repository.



Newgen Solution: Communications for Member Engagement



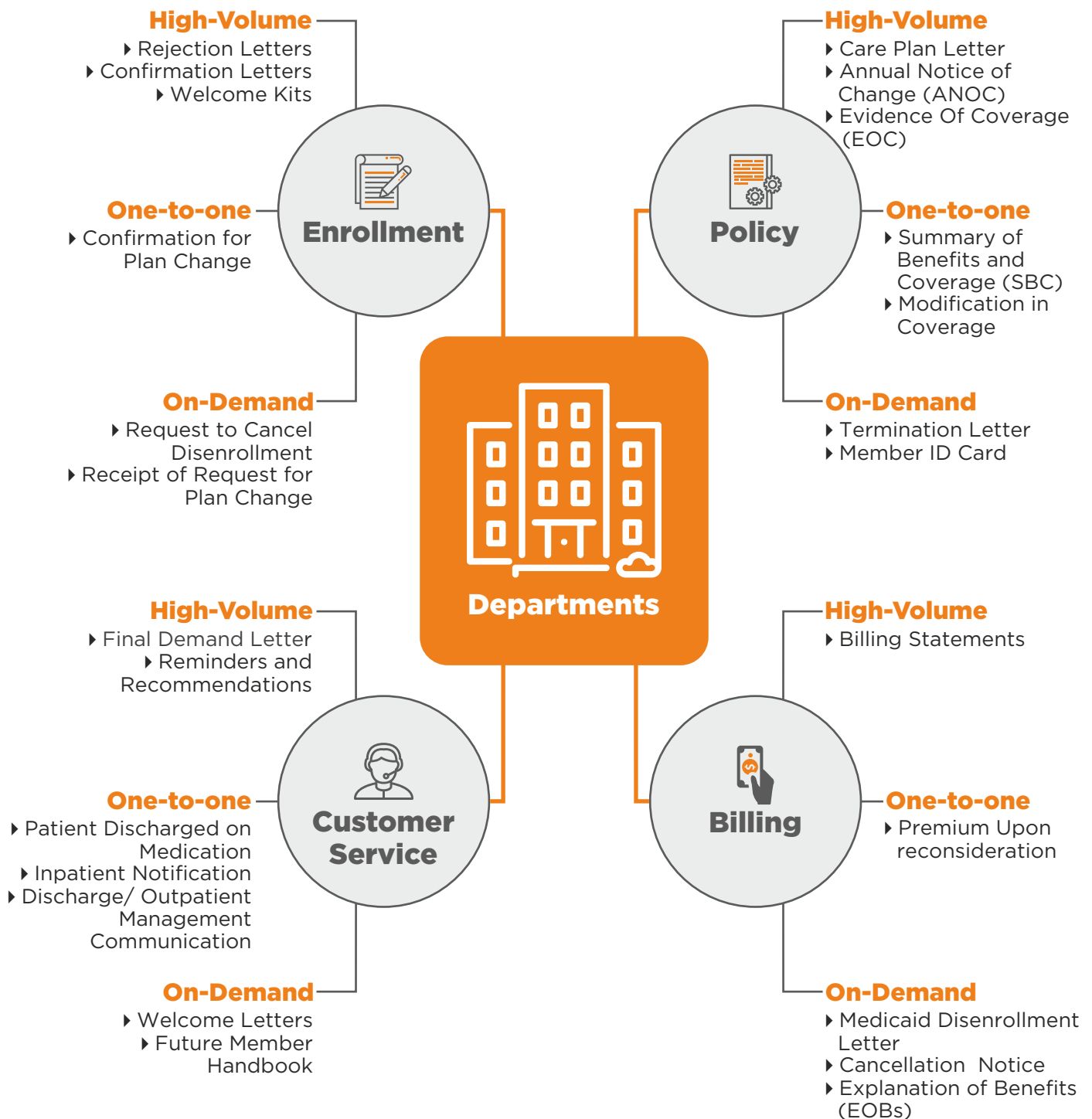
Deliver All Communication Types

Leveraging the solution, Health Plans can automate and personalize high-volume/ bulk communications, one-to-one member communications, and on-demand communications for different departments across various stages of member life cycle.

High-Volume Communications - Structured, high-volume or bulk communications that can be generated, scheduled, and monitored in a hassle-free way

One-to-one Communications - Communications that require human touch for completion by providing variable data in a structured template

On-Demand Communications - Real-time communications, based on triggers by members or users, in the form of events from web, e-mail, transactional systems, or enterprise applications



Key Features

■ Composition Designer

The easy-to-use drag & drop tool enables component-based designing of communications for consistency, compliance, and standardization

■ Communication Scheduler

Health plans can pre-schedule designed communication(s). The scheduler allows you to put designed communications in queue, which can be processed by different stakeholders at the same time to deliver faster output

■ Communication Management

Deliver timely and relevant automated communications to providers. Communications entail issuance of welcome, termination & denial letters. Follow-up with providers in case of exceptions or discrepancies. Users can schedule appointments, track the provider's log, site notes, and manage other tasks

■ Version Management & Archival

Health plans can keep a track and control different versions of each communication. This makes it easier for the right user to track changes as per business needs. Also, delivered communications get archived in a central repository, which helps in future audits

■ Secure Communication

Health Plans can ensure secure document creation and its delivery with security features. They can adhere to compliance with HIPAA and CMS Medicare Marketing Guidelines, thereby maintaining safety and standardization of operations. Further, they can archive statements after distribution and safeguard member communication by using digital signatures & password protected PDFs

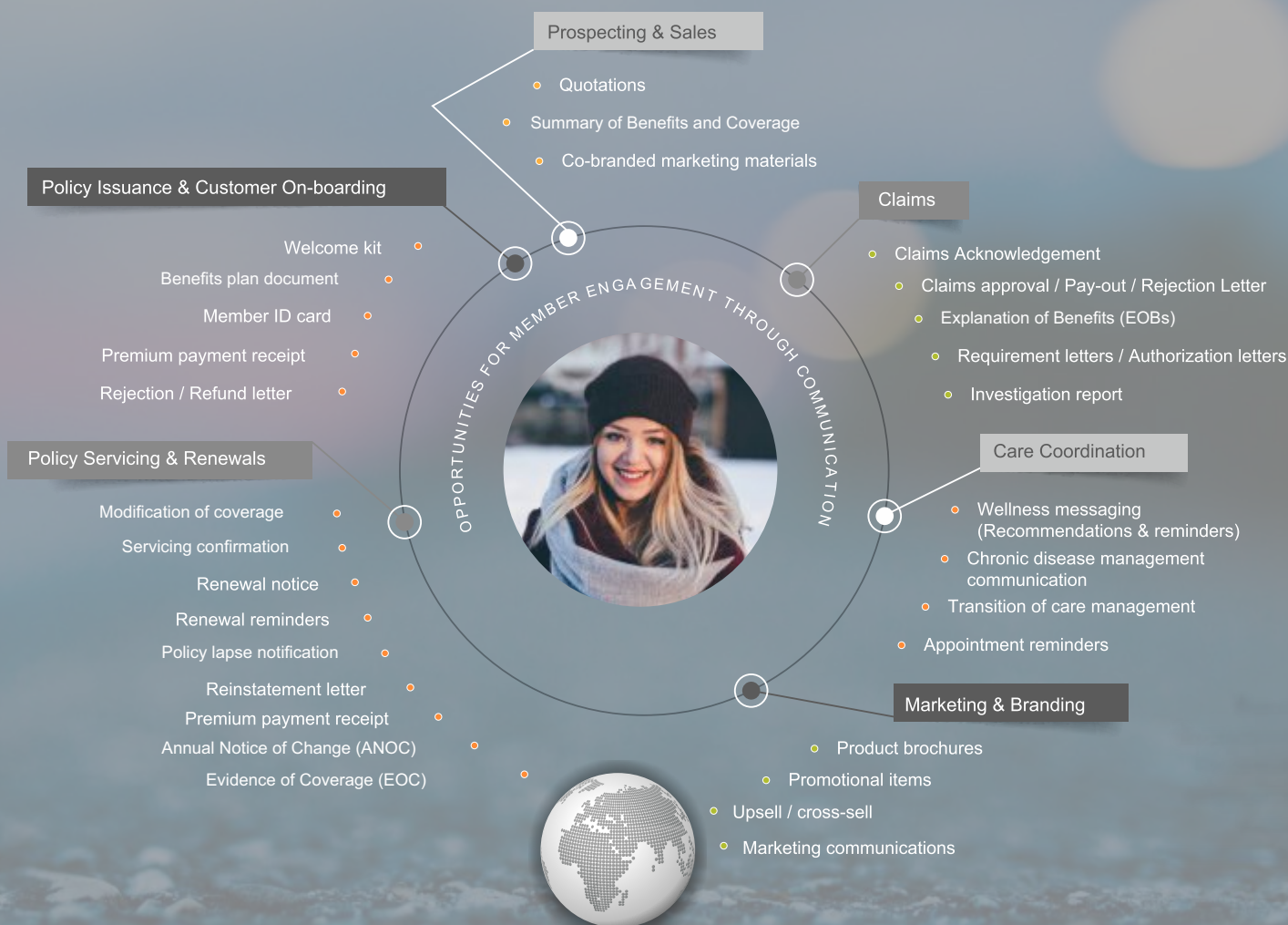
■ Multi-channel Delivery

Health Plans can leverage the solution for multi-channel delivery of communications from digital to the traditional channels, such as emails, web, print, SMS, mobile, and others. Further, track and manage the non-receipt of communications



Opportunities for Member Engagement through Communication

Health Plans can leverage effective communications and discover several opportunities to engage with members across different stages.



Why Newgen Solution

- Social, Mobile, and Cloud capabilities for driving innovative and customer focused processes
- Global delivery model for shorter project cycles
- Lower total Cost of Ownership
- Highly customizable and flexible platform
- Proven for scalability

Business Benefits

■ Personalized Member Communication

Functional teams are empowered to create dynamic member communications, such as patient hand-offs, admission requests and information exchange among clinical member team. Based on existing members' behavior patterns, interests and preferences, Health Plans can send personalized content in real-time to help drive better engagement than generic messages

■ Compliance with Agility

Health Plans can abide by changing regulatory notices and maintain a coherent brand identity. They can easily send communications to a targeted set of users, whenever a healthcare transaction takes place or during a specific period of members' enrolment lifecycle

■ Consistent Communication

Health payers can extend member delight by maintaining consistency in all communication. By leveraging in-built template, they can pick the perfect font, place the logo, insert images and message lines, put e-signatures, etc. and send communications across multiple channels

■ Centralized Communication

With centralized communication, Health Plans can reduce process overlapping and redundancy by a significant margin. They can stick to single communication with a consolidated message instead of bombarding members with communications generated from different functional departments

■ Enhanced Control and Lesser IT Dependency

Leveraging the solution, the control of content, message and delivery medium is with the business department instead of IT. Therefore, business users can design their own templates and monitor member communications with less dependency on IT

■ Member Centricity

Health Plans can easily navigate new patient-centric healthcare delivery paradigm. They can engage various members, keep them informed and educated in a competitive marketplace



About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

FOR SALES QUERY

AMERICAS: +1 (202) 800 7783

CANADA: +1-202-800-7783

AUSTRALIA: +61 290 537 174

INDIA: +91 11 40773769

APAC: +65 3157 6189

MEA: +973-1-619-8002, +971 44541365

EUROPE: +44 (0) 2036 514805

info@newgensoft.com
www.newgensoft.com

