
Health Plan Enrollment Collaboration

The Key to Optimizing the Enrollment Lifecycle

Introduction

Modernizing enrollment operations requires addressing challenges like legacy technology and fragmented business processes. A key component in moving towards a more optimized approach is the automation and enablement of enhanced visibility into the member enrollment lifecycle. However, these capabilities cannot be the responsibility of the health plan alone — they must cut across silos to incorporate multiple external partners, specifically employer groups and enrollment source partners.

Customer satisfaction is one of the strongest harbingers to retaining group business. However, health plans often have limited opportunities to affect positive experiences with the group segment. As the first impression shared by all members, enrollment is that opportunity. Unfortunately, many plans are challenged by operational constraints, including multiple enrollment platforms and lack of automation and visibility across partners. Ultimately, this can lead to higher IT and administrative costs, lower efficiency and decreased partner, and client satisfaction.

The **Edifecs Enrollment Management Account Portal** delivers a fully integrated environment for lifecycle monitoring, optimized with collaborative tools for external health plan partners, driving operational efficiency and joint resolution of group enrollment errors and

discrepancies. The Account Portal works to ensure the retention and satisfaction of both members and enrollment partners. And with only 70% of group customers expressing high willingness to re-enroll¹, greater customer satisfaction can lead to material improvement in market share.

Why Edifecs?

- Leverage the depth and strength of the industry's leading EDI platform
- Establish an Enrollment Hub to drive enrollment channel consolidation across multiple lines of business and enrollment partners
- Secure top-line revenue growth by leveraging a modern enrollment management solution
- Accelerate partner onboarding through format-agnostic, fully-configurable trade relationships
- Empower enrollment groups and other stakeholders through self-service and transparency
- Turn enrollment data into actionable intelligence
- Market-tested and validated solution scalability

¹ <https://www.zs.com/insights/five-drivers-of-a-health-plans-customer-experience>

Key Features and Value

Feature

Value

Visibility and Tracking

Empower employer groups with real-time visibility and self-service access to tools that eliminate the need to search through emails to find reports or communications

- Reduce administrative costs
- Enable a best-in-class partner experience

Production File Upload and Validation

Provide flexibility and speed during the initial enrollment of members as well as ongoing means of secured web-browser upload of member updates – all with immediate validation and feedback

- Enhance a best-in-class partner experience
- Reduce administrative costs
- Improve top line revenue growth

Accelerated Partner Onboarding

Decrease lead-time to production by configuring trade relationships to match any partner specification

- Reduce IT and administrative costs
- Accelerate time to ROI
- Enhance partner relationships

Maintenance, Transaction, and Creation

Allow employers to be proactive in addressing member challenges – no need to wait for weekly or even end-of-day processing to enroll members or post updates

- Enable a best-in-class partner experience
- Reduce administrative costs
- Improve top-line revenue growth

Resolve Failures and Audit Differences

Enable self-service by providing employer groups with secured access to resolve enrollment update fallouts from front-end processing or membership system processes

- Improve top-line revenue growth
- Increase member satisfaction
- Enable a best-in-class partner experience

View Subscriber Coverages/History

Provide member status and enrollment details and easily view historical member transaction activity

- Increase member satisfaction
- Enable a best-in-class partner experience



Edifecs Inc. is a global healthcare software company committed to improving outcomes, reducing costs, and elevating value of healthcare for everyone. Edifecs delivers the industry's premier IT partnership platform to providers, insurers, pharmacy benefit management companies, and other trading partners. By mobilizing its leading solutions at the front end of the healthcare information pipeline, Edifecs provides a unified platform for partners to flexibly pilot and scale new initiatives using their existing enterprise system. Since 1996, hundreds of healthcare customers have relied on Edifecs partnership solutions to future-proof their leading initiatives in the midst of a dynamic healthcare landscape. Edifecs is based in Bellevue, WA, with operations internationally. Learn more about us at edifecs.com.