
Marketplace Enrollment Optimization

Mitigate Risk While Safeguarding Revenue

Introduction

The insurance Marketplace continues to be a double-edged sword for many health plans. While it offers substantial market opportunity, evident with rising participation, it also comes with high risks and costs. Through May of 2020, of the 26.8M people who lost Employer-Sponsored Insurance (ESI) due to fallout from the pandemic, 8.4M of them gained coverage through a public marketplace. As consumers have quickly established new channels through which they purchase health insurance, health plans must pivot in equal measure to mitigate revenue loss.

Health plans that hope to be successful in the Marketplace must first recognize the operational risks. Loss of competitive positioning, increased exposure to FFM/SBE financial volatility, inability to scale, and increased administrative costs can make the Marketplace unviable. Current enrollment environments often contain multiple systems, a lack of visibility across the enrollment lifecycle, and outdated manual processes. Overcoming these challenges means first changing perspective and accepting enrollment operations as a strategic component of the business. Doing so will not only reduce friction and inefficiencies within the organization but present an opportunity to enhance the customer experience.

Enrollment management solutions can offer a competitive advantage if they address all the specific needs of health plans in state or federal marketplaces while meeting the expectations of the modern consumer. The ideal solution will provide end-to-end lifecycle visibility with real-time transparency into the status of every transaction while automatically reconciling the financial record, including subsidy tracking, to avoid CMS rejections. But they also need the sophistication of operational flexibility to adapt to changes in business rules or

the regulatory environment, as well as unlimited file processing capabilities and response generation for CMS and states.

Edifecs Enrollment Management for Marketplace helps health plans minimize the business and financial risk of Marketplace participation while maximizing revenue through compliance and enrollment reconciliation. Using the Enrollment Hub approach, Edifecs delivers a flexible, comprehensive solution that consolidates enrollment channels into a single process, thereby creating the optimized operations and enterprise-wide visibility necessary for discrepancy reconciliation and payment accuracy.

Why Edifecs?

- Leverage the strength and scalability of the industry's leading EDI platform
- Utilize a platform purpose-built for the Federally-Facilitated Marketplace/State-Based Marketplace (FFM/SBM)
- 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
- Reduce manual intervention and processing spend through our automation and reconciliation logic

Capabilities

- Mitigates operational risk associated with state exchange and Marketplace integration
- Ensures compliance and adherence to changing standards and requirements
- Identifies and reconciles discrepancies between exchange/Marketplace and health plan enrollment system to safeguard health plan IT systems
- Reconciles and audits exchange/Marketplace enrollments, producing discrepancy detail reports for a current view of enrollment status

Key Features and Value

Features

Dashboards, Reporting, and Visibility

Graphical near-real-time dashboards with drill-down capabilities provide insight into transaction activity as well as transaction balance and controls

Value

- Reduce total IT costs
- Decrease administrative costs
- Mitigate risk

Full-file Processing with Enrollment/Financial Discrepancy Identification

- Compare Marketplace monthly enrollment audit files against enrollment source of truth to identify, assign, and resolve discrepancies.
- Dispute discrepancies, assign discrepancy categories and create enrollment dispute reports
- Reconcile paid/projected subsidy amounts with the expected amounts, identify discrepancies, generate financial dispute reports and process financial dispute responses

- Drive program scalability
- Reduce administrative and IT costs
- Grow top-line revenue
- Mitigate risk

Multi-Transaction per Member Handling

Automate the processing of multiple transactions received for the same member. Enable the ability to:

- Void canceled initial enrollments prior to sending to membership systems
- Convert CIC Term/CIC Adds into change transactions for downstream processing based on plan selection
- Merge multiple enrollment updates/changes into a single transaction for processing by downstream systems

- Reduce administrative costs
- Improve member satisfaction
- Enhance a best-in-class partner experience

Multiple Inbound and Outbound Formats

- Validate inbound and outbound transactions against Marketplace-published standards, including non-834s, to ensure compliance.
- Configure the set up of specific State Exchange Connectors which include state-specific guidelines, maps and validation rules
- Support FFM non-834 and non-820 formats including baseline RCNI, baseline RCNO, and pre-audit file formats

- Grow top-line revenue
- Improve member satisfaction
- Enhance 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.