Introduction

We know that increasing enrollments—due to healthcare reform—amplifies the need for complete, accurate, and reliable data. Add to this the rise of enrollment channel complexity, and it’s clear that what’s most needed is a technology response that standardizes integration and intake across all your enrollment channels.

Why this is so critical? Because your enrollment data directly reflects your organization’s ability to effectuate member coverage, provide competitive customer service, and deliver necessary information to government authorities for reporting and reconciliation.

The new landscape requires rapid response

The evolving healthcare consumer-centric market will challenge payers to shift the way functions such as customer service, enrollment processing, benefits setup, effectuation and analytics are addressed. Every year, open enrollments present for payers with operational business implications that can translate to reputational risk and brand perception.

Above all, your customers expect a seamless, hassle-free enrollment experience similar to doing business with best-in-breed online retailers.

Payer challenges can be divided into upstream, core, and downstream enrollment processes. Challenges at the upstream point in this chain create challenges at subsequent points. Payers must create solutions that integrate resources and operations to alleviate challenges at all points in the enrollment process. Let’s take a closer look.

Upstream Challenges

- Connectivity and integration with external enrollment channels
- Missing information on group forms resulting in back and forth
- Increase in call volumes and inefficiencies for managing the volume

Core Membership Systems: Enrollment Challenges

- Decentralized business rules and disjointed exception management
- Non-standard electronic enrollment formats (MS Word, MS Excel, electronic, and proprietary), and manual and ad hoc error and exception handling across the organization
- Data inaccuracies lead to enrollment processing issues that demand manual intervention
- Manual intensive processes with multiple operational hand-offs
Downstream Implications

- Latency resulting in delays in membership effectuation and billing (including revenue collection)
- Delayed ID cards causing access to care issues
- Fragmented IT operations and lack of ownership prolong efficient troubleshooting

Improvement Roadmap

Edifecs can help your organization assess current state operations and improvement opportunities, define best in class features, and create a development roadmap for implementing your solution across people, process and technology. Edifecs offers this customized and prioritized roadmap to help address discovered gaps during the assessment phase. Together, we will resource load the roadmap and partner with you to produce a project plan outlining a timeline, responsibilities and milestones.
Four Improvement Steps

Define
Edifecs understands the current deployment and integration of enrollment operations and peripheral systems. We clarify and communicate to all stakeholders the objectives and benefits of performing an enrollment assessment across people, process and technology.

Assess
Edifecs assesses the current state enrollment operations across different lines of business (LoBs) to identify pain points and improvement opportunities. This leads to optimal efficiency and streamlined processes – including improving wait state management. These improvement are collected across the enterprise and include an analysis and consideration for LoBs, state-based requirements, and payer-specific trading partners. We determine how current practices deviate from best-in-class standards to produce quantifiable goals for improving your enrollment operations.

Recommend
After the current state is assessed, the best in class solution is defined with itemized improvements for your organization’s specific needs. Edifecs then recommends the best-in-class solution with features that address your organization’s specific pain points. These recommendations include future state operations and any changes in technology required as part of an enrollment solution modernization plan.

Quantify the ROI
Edifecs will help your organization understand the ROI outcomes of implementing best-in-class practices based on identified improvement areas. Our teams will work with your resources to collect the information and data points to determine the financial benefits of specific improvements in your enrollment operations.

Sample Customer Savings in Enrollment Efficiency Gains

Savings by Implementing Best in Class Unified Exception Management Workflow
- 1,811,127 enrollment transaction corrected / year
- 2% of transactions corrected where there’s a human error which result in a support call
- 1% of transactions correctable which were overlooked which results in a support call
- 54,334 support calls avoided / year (781,131 x ([2%]+[1%]))
- Cost of support call is estimated as $2.5

Annual savings by implementing Best-in-Class Unified Exception Management Workflow is estimated $58,584

Savings by Implementing Best in Class Mass Correction Functionality
- 225,000 minutes needed to correct a batch of 30,000 transactions that have the same error without the Best in Class Solution
- Cost of correcting a batch of 30,000 transactions without the Best in Class Solution is estimated $168,750
- 53 minutes needed to correct a batch that has the same error with the mass-correction functionality
- Cost of correcting a batch of 30,000 transactions with the mass-correction functionality is $39.75
WHY EDIFECS
With more than 20 years’ experience in the payer, provider, pharmacy and government industries, Edifecs Strategic Advisory Services (SAS) provides healthcare organizations with deep expertise across business, operations and IT. Our advisory services create comprehensive insights into current enrollment operations for our clients. Edifecs’ SAS enables payers to assess their current assets and define a clear roadmap for the seamless adoption of best-in-class enrollment capabilities to meet core business needs.

Our Consumer Solutions provide you with enrollment processing consistency and complete transaction visibility throughout the enrollment lifecycle and across multiple lines of business. With automated business rules, workflow, and robust analytics, you can now measurably improve your customers’ experience.

Improving the Enterprise Quote-to-Card Process
Payers must build and refine core capabilities in Prospect-to-Quote (PTQ) and Quote-to-Card (QTC) processes. It is essential that payers build in these capabilities in order to improve and deepen customer experience and engagement. This also helps reduce enrollment-setup costs through a unified member installation process. Payers must also leverage technology to improve exchange participation and growing lines of business either directly or through agents or brokers.

Customer satisfaction results you’ll want to claim
Edifecs can improve payers’ enrollment operations by helping define capabilities that increase competitive differentiation, customer loyalty, and retention. Modern, retail capabilities that manage operations and transactions across the QTC functions enable payers to decrease the cost of administering enrollment. Simultaneously, payers can replace typical customer abrasion points with satisfaction—even delight—that health plan enrollment can feel like an Amazon.com customer service encounter.

Edifecs works with payers to assess the frequency, quality and purpose of customer touch points across the enrollment value chain. This helps identify opportunities for delivering a modern, personalized and guided experience that customers have come to expect across every touch point and channel. And as enrollment and post enrollment customer service encounters accumulate over the life of a member, Edifecs can also help payers consider alternatives for rewarding loyal customers and extending brand experience.

- Employer, Retiree (65+), Individual or Employee
- Easy ways for employers and individuals to understand the plan and choices
- Seamless enrollment and clear status
- Robust enrollment portal
- Provider look-up directories
- Robust payment gateways for payment
- Clear billing statement
- Itemized per regulation
- Service representatives with specialized training tailored to LoB needs
- 24 hour service, accessible through multiple channels including digital
- Seamless account effectuation

Savings by implementing Best in Class Mass Correction functionality for 30,000 transactions is estimated $351,426

Edifecs Strategic Advisory Services
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.