

Achieving a member-centric approach for healthcare payers



For any insurance provider in today's fast-changing, rapidly consolidating market, competing successfully means improving efficiency, reducing costs, and getting products and information to market faster. In this highly competitive environment, effective communications play a key role in engaging stakeholders, whether they are members, providers, or plan sponsors.

Healthcare payers in particular are recognizing the need to move beyond a transaction-oriented business model to one that focuses on the quality, efficiency and effectiveness of every member communication.

GMC Software Technology offers healthcare payers a seamless member communication management solution that reduces the complexity and costs of member interaction while generating that all-important positive member experience. Our goal is to keep you ahead of the game with the ability to rapidly produce comprehensively branded, personalized, and regulatory-compliant communications that can be delivered to members via the channel of their choice.

Flexibility, control, and support to meet changing needs

Designed for needed flexibility, GMC offers both fully integrated software and comprehensive professional services.

Our single platform approach overcomes the inefficiencies inherent in organizational silos, while maintaining content and role integrity. Now you can avoid the time and expense associated with revising documents for different outlets and deploying separate software solutions for multiple channels. With GMC, every document needs to be designed only once for simultaneous delivery to all desired output channels – whether that is email, online presentation, SMS messaging, variable data documents, or other electronic or print communications.

With our automated workflow you can easily create highly personalized communications such as Explanation of Benefits (EOB) or on-demand correspondence. Ensure compliance is handled with the ability to include or exclude specific content based on effective dates for regulatory filings and changing

regulations. Having the operational dexterity for business users to make simple yet controlled changes enables rapid, compliant adaptation to new market and regulatory conditions as they occur.

Managing the volume of needed communications can be a challenge for both the recipient and the sender. GMC's software makes it possible to quickly and easily repurpose information and consolidate documents across all channels. The benefits are reduced costs, a higher level of operational efficiency and greater member satisfaction.

Engage members and providers in ways that increase interest and loyalty

Healthcare payers clearly recognize the need to put members front and center. The fastest way to cutting healthcare costs is providing actionable information to your members, enabling them to better manage their health, and assisting providers with more options for delivering better care. GMC offers the perfect solution for engaging members in a one-to-one conversation that promotes preventative care and other health-related changes with the ability to easily create and deliver documents tailored to specific preferences.

Easy-to-understand statements and invoices reduce member calls and build trust. Accessing the data you already have from membership claims or benefits systems, our easy-to-use toolset makes it possible to design and implement even the most complex personalized communications with a full range of data handling, layout, graphical workflow, color management, content collaboration, approval and proofing, and message-management capabilities.

Repurpose legacy systems to support customer preferences

Every enterprise today must be organized around its customer's preferences. When it comes to producing and delivering consistent multichannel communications, coordinating multiple, separate legacy applications and systems can be a time consuming and costly process. It often involves the expensive parallel development of multiple separate channel communication systems to overcome inflexible and obsolete print-centric software.

Taking a holistic, evolutionary approach, rather than a disruptive revolutionary one, GMC's customer communi-

cations management solution avoids the need to rebuild data structures, content and business logic, thus preserving the value of existing environment integration in legacy systems.

With GMC's flexible architecture and multichannel scope, legacy application print output can instead be easily repurposed – enabling you to access the legacy communications' customer data and content and transform it into new communications that can be sent through your customer's channel of choice. Business users can take existing customer information and content, extract it, reformat it and recompose it with other targeted data to create highly personalized color communications with variable images, marketing messages, dynamic graphs and much more for print or digital channels without the need to touch any of the backend systems and processes or enlist IT support.

A complete, cost-effective enterprise solution

Standardizing infrastructure and simplifying processes are core objectives of every business today and healthcare payers are no exception. Eliminating the complexity of the abundance of documents, legacy forms and applications, regulatory requirements, and multiple data streams impacting the insurance workflow – and developing the agility required to execute communications rapidly – has to be top of mind.

For maximum productivity, easy manipulation and collaboration on communications is made possible through our extensive interactive capabilities. Using our Web-enabled solutions, turn traditional paper-based processes into a seamless, paperless, browser-based flow with communications that stay consistent with corporate branding and compliance requirements and get to market quickly.

Templates can be uploaded to your website so that CSRs can view documents in true fidelity, making member inquiries more productive. Additionally, business users can edit content and add marketing messages, all within a controlled, defined process.

With a secure, scalable, and exceptionally reliable modular design that seamlessly integrates with all IT environments, including service-oriented architectures (SOA), GMC's member communication management solution is a cost-effective approach for creating and delivering highly targeted, concise print and electronic communications that reduce dependency on IT resources, increase member satisfaction and strengthen your brand.

And our partnership doesn't stop with a powerful software solution. GMC's expert healthcare professional services team can provide the consulting, training, and support you need to design and implement an end-to-end member communication management system that is aligned with your business strategy and differentiates you from your competitors. Our added support increases agility and speeds migration significantly.

Easily create and generate personalized, real-time communications and deliver them across multiple channels

- Letters and correspondence
- Bills and statements
- Member booklets, welcome kits, and ID cards
- Explanations of benefits (EOBs)
- Wellness assessments and preventative care, communications
- Benefit enrollment and rollover packages
- Provider directories
- Quotes and proposals
- Renewals and cancellation notices
- Checks with MICR printing
- Marketing materials

The GMC advantage

- A single platform for designing, maintaining, and delivering coordinated, consistent communications
- Leveraging existing business applications for member delivery preferences
- Get to market two to three times faster with new products and services
- Raise the level of member satisfaction and loyalty
- Add targeted, informative healthcare information to transactional documents
- Extend content and control via Web browser
- Minimize risk and ensure regulatory compliance
- A scalable solution that improves efficiency and reduces costs
- Expert consulting, training, service, and support to get the most from your investment

