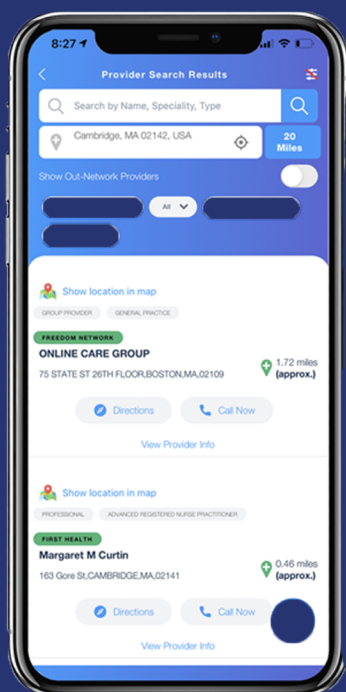




zakipoint Health

4 Ways Mobile Communication Helps Improve Member Experience

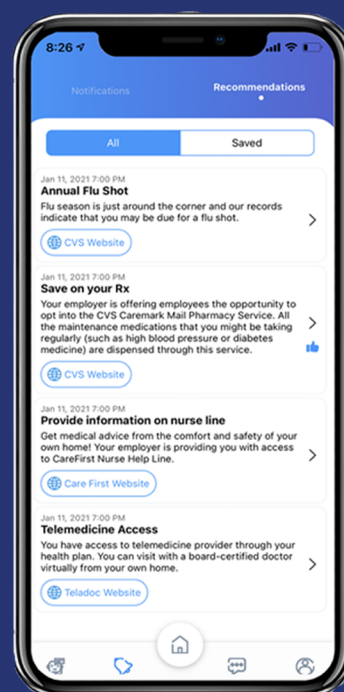
**Right care
at the right time
and setting**



**Improve
member satisfaction**



**Lower
admin costs**



This eBook will take you through the benefits of member engagement and how you can achieve it

Introduction

COVID-19 continues to pose challenges in this ever-changing world. Employers are forced to focus on providing benefits to support employees who are remote. Also, assist employees with their healthcare to retain and attract talent. One of the first steps in doing so would require educating employees about the benefits. TPAs play an important role in delivering a good member experience if they have the right resources. It is their job to help employers reduce risks and costs.

This ebook provides insight on some specific challenges self-insured employers face, and provides real client data on ways TPAs have made a positive impact on reducing costs and risks.

Problem

Bridgewater Health (name changed) is a TPA we have been working with for quite some time. The accounts team at BH has multiple employers that they need to manage. They have a client who has been facing consistent problems with member engagement. As the TPA, Bridgewater Health (BH) is foreseeing the following problems:

- Overuse of ER and would like to communicate different high quality low price alternatives to the members
- The customer service team is overwhelmed with member queries.
- They are finding it difficult to differentiate themselves from other TPAs in the market which is a big problem
- They want a simple and effective way to communicate the benefits of better services and lifestyle with employees

Do you know how to avoid failing in front of your clients?

YOU can make an immediate impact delivering healthcare cost savings to the employers by providing members with the zConnect App.

BH worked with us for a year and were able to see the following improvements over time:

- Improved member engagement and enhanced member experience with mobile communication
- Provided members transparency and tools to understand their costs and options to make better healthcare decisions and achieve the outcomes they deserve
- Directed members to the best places for care to improve care quality and outcomes, and lower costs
- Helped improve care quality by getting needed information to the right member at the right time
- Identified and communicate with members with chronic conditions to initiate actions and deliver better outcomes
- Closed member gaps in care, reduce ER usage and Rx costs
- Communicated a personalized and relevant message to the right member at the right time based on their care needs
- Proactively directed relevant interventions and communications to member population instead of reacting

See how we have helped others...

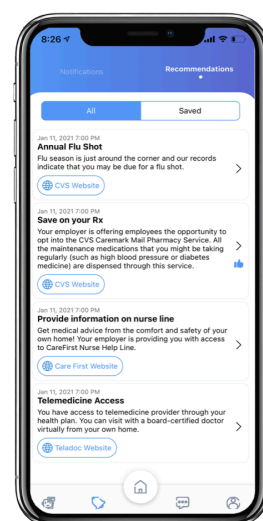
Case Studies:

Case Study 1

A TPA struggled to provide a strong customer service experience to their members due to a high volume of calls and multiple touchpoints. Disparate and fragmented data sources led to longer call lengths, waiting times, and poor member support. The TPA also spent a disproportionately large amount of time answering many of the commonly asked benefit related questions and queries that many members had. The TPA wanted to unify their customer service experience by integrating member level data to help guide their decision making, advocacy, and member outreach.

Solution

The TPA adopted the complete zsuite service to proactively engage with their population at a member level and triage care delivery. The zsuite provided a holistic view of the member in terms of medical and pharmacy utilization patterns, clinical conditions, open care gaps, and other relevant program participation data. The product allowed care and case management teams to deliver targeted and personalized campaign messages, along with relevant actions to take based on members' own healthcare data.



Impact

Clinical and case management call times reduced by 15%, and over a quarter of the members have been identified for proactive case and care management services. The zConnect artificial intelligence chatbot has been fully deployed and aims to answer 50-60% of commonly asked questions members have related to plan benefits, coverage, and eligibility.

Case Study 2

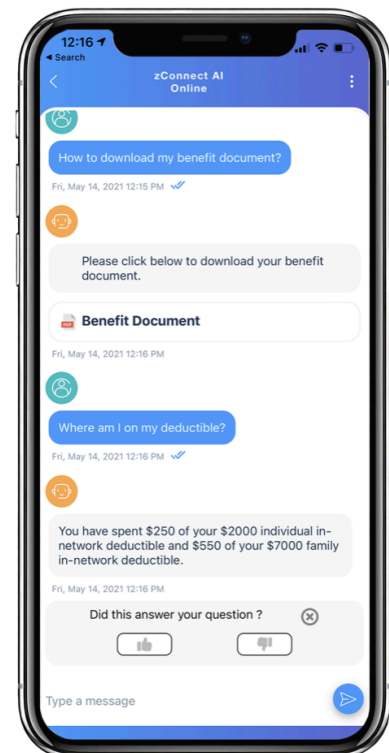
A TPA struggled to communicate and educate members on their plan details and eligible benefits throughout the year. The TPA deployed a web based benefit administration portal for over 10 years, but found low levels of application usage and engagement. On average only 3% of members engaged with the web portal to access their benefit information annually. The TPA wanted to streamline their benefit administration service, but lacked the sophistication and technical expertise to build out this offering internally.

Solution

The TPA signed up for zConnect to modernize their member servicing model through a mobile, first technology solution and approach.

Impact

zConnect has been deployed with over 20 employers in the past year, totaling over 6,000 covered lives. The rate of enrollment has steadily doubled quarter over quarter. zConnect has demonstrated strong overall application usage with over 60% repeat engagement among enrolled



Case Study 3

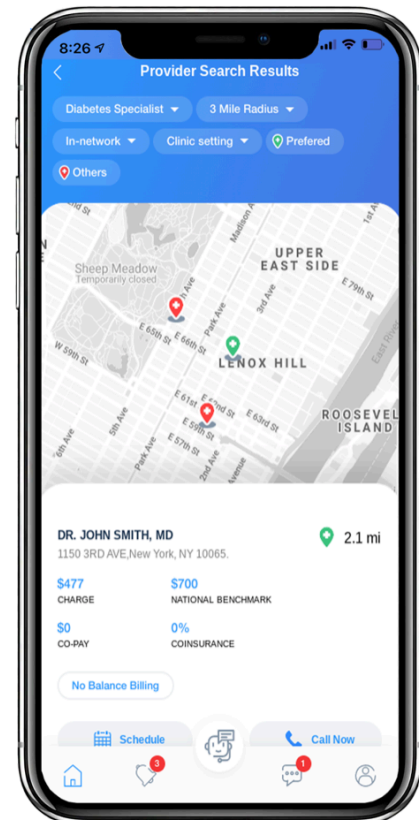
A large TPA struggled to maintain existing broker-client and employer relationships, and faced consecutive years of declining renewal rates across their book of business. They were struggling with customer retention and had consistently lost at least 10% of their existing clients over the last 2 years. The TPA customer wanted to address this challenge and reduce customer churn by offering a scalable mobile health solution to broker partners and their employers.

Solution

The TPA launched zConnect, the mobile, member-centric app.

Impact

Providing their clients with a strong member experience allowed the TPA to increase their renewal rate by nearly 10% in the first year and reduce customer churn. The renewal rate increased from 88% to nearly 98% in one year. The customer experienced their highest retention rate in the last 5 years since deploying zConnect and working together.

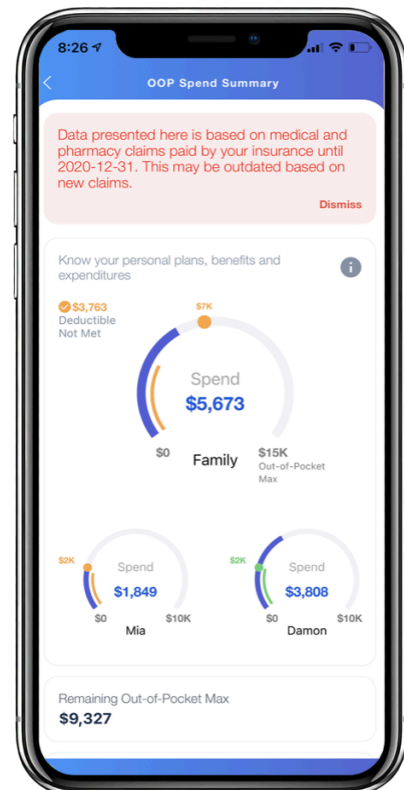


Case Study 4

A midwest TPA had experienced negative growth over the last 2 years and a stagnating business. The TPA was struggling to grow their footprint in a competitive market and sought to establish a stronger regional presence in the midwest, while also expanding their reach nationally. A new CEO was appointed to grow their business, solidify their broker-client relationships, and provide a differentiated offering in the marketplace. The CEO believed that a strong member experience would have a transformative impact on their company's ability to win new, and larger, employer customers.

Solution

zConnect was launched to support members across multiple provider networks and RBP plans. The senior leadership team engaged and promoted zConnect to the broker community and showcased a differentiated offering to the end clients.



Impact

zConnect allowed the TPA to grow by 12.5% annually in the first year of the launch, and win two large employers of over 1,000 EE lives each. The TPA is expected to add an additional 8,800 EE within the next year. The TPA is also projected to double their growth within two years and is currently on track to have the best 2 years in their company's history.

“I can’t convince my employees to enroll”

No problem.

Let us take care of it. We just presented the app during a virtual enrollment fair to 500+ employees. zConnect continues to expand its reach in the market, serving employers on self-insured plans. We will send out personalized surveys to members who download the app so we can tailor it accordingly. There are a multitude of tutorials to help members, including video and brochures to ensure a smooth and seamless enrollment into the zConnect program.

Do you need any more reasons?

- Improve member engagement and enhance member experience by putting health benefits answers into the palm of their hand, 24/7
- Deliver better transparency and access to quality care while helping members control their own healthcare costs
- Make your business compliant with the new price transparency regulation by CMS
- Track ROI of programs and campaigns to fine-tune for maximum effectiveness and improve member health

See what others have to say

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zConnect gives us an edge over other TPAs, and delivers a strong member experience, tied to impactful member steerage. We have already seen over 10% growth leveraging the zConnect member app.

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Dallas Scrip

President, Benefit Management LLC