

Members, providers, and other stakeholders expect great things at every communication touch point.

Enhance your member communications while optimizing your business processes and reducing your servicing costs



For health plans, outbound constituent communications represent one of the largest operational expense items in their administrative budget. This is primarily due to the fact that most of these communications are still printed and mailed using processes and technology that have seen little more than incremental change in over a decade.

Our Multichannel Communication Services (MCS) offering represents a comprehensive, end-to-end service for the rendering and distribution of both printed and digital communications.

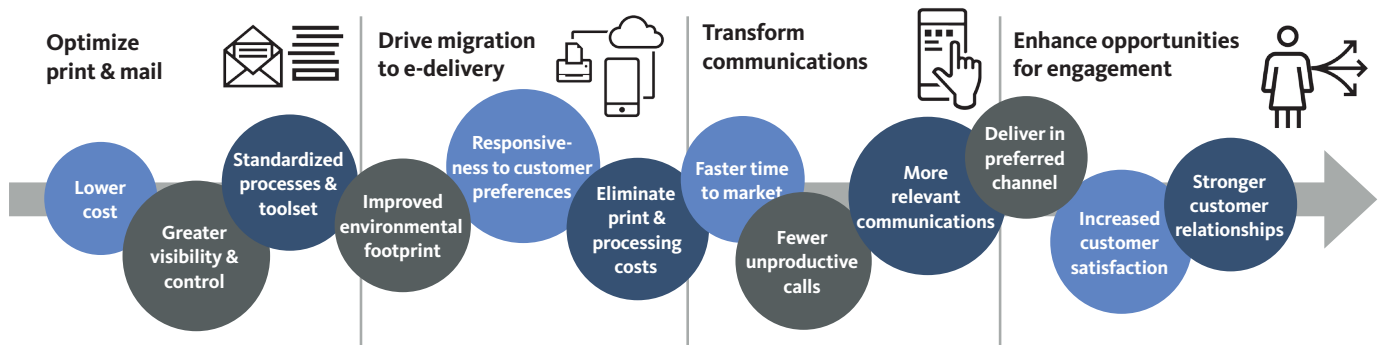
Current challenges

- Enterprises currently face numerous challenges as they seek to keep up with rapidly evolving Customer Communications requirements and supporting technology.
- Understanding the complexities of the latest Customer Communications technology and its potential impact on members is critical to remaining competitive in the marketplace.
- There is a widening gap between organizations that can successfully meet the demand of how members want to communicate and those that cannot.
- Software manufacturers are engineering additional capabilities into their tools; however, this has come with a corresponding increase in complexity.
- The task of integrating all of the technology components required to enable full life-cycle customer communications management is even more challenging.

The solution

We offer an advanced multichannel communications services platform which enables our clients to complete the journey from paper to digital and optimize business processes through automation and analytics. Our solutions have proven results helping our clients:

- Lower costs for traditional print communications with postage reduction through package consolidation, co-mingling, and (with raw data) document consolidation.
- Strengthen brand differentiation and loyalty with coordinated multichannel communication paths, based on member / provider preference, to include print, email / SMS, call centers, and web.
- Improve customer experience with redesign of existing touch points for improved information clarity, and more targeted and personalized communications
- Have greater control of the content within communication through our Message Management tool set.
- Go "green" by delivering communications electronically versus paper.
- Integrate production by accepting data or print-stream inputs
- Manage every aspect with a branded web interface to access all features and functions of the MCS digital platform.



Conduent in healthcare

- 2/3 of U.S. insured patients are touched by our services
- 40+ years of government and commercial health program experience
- 29 U.S. states, Puerto Rico, and the District of Columbia are supported by our services
- 100+ payer organizations are supported
- 20 of the top 20 U.S. managed healthcare plans are clients
- 19 of the top 20 BCBS organizations are clients
- Over 25,000 employees dedicated to healthcare; over 15,000 dedicated specifically to health plans

Summary

Successful reduction in postage budget line items that also enhance communication with members requires a risk and rewards business model and expertise in technology deployment.

Conduent has the scale, the financial stability, the large project management experience, and the industry knowledge to create the best solution for payers.

We can help your organization process and deliver outbound constituent communications more efficiently (lower cost) and more effectively resulting in greater member and provider satisfaction and loyalty.

Learn more at www.conduent.com.

The Conduent advantage

Simple outsourcing of print/mail functions no longer captures the total value available from deploying a comprehensive solution. Effective solutions must incorporate new and innovative technologies and shared risk approaches to move clients' communication processes away from paper toward electronic tools and efficient methodologies.

Market advantage, sustainable postal cost savings, budget predictability, electronic migration, and enhanced communication with constituents comes through:

- Innovative shared risk partnerships and business alignment
- Low risk implementation, low capital investment, and asset acquisition options
- Integrated offerings with technology and workflow services
- Holistic consolidated processes, platforms, and infrastructure

Case study

The client

One of the largest national health plans in the U.S.

The transformation

- Partnership alignment business model developed
- Member and provider electronic communication plans developed and monitored
- Client and Conduent incented to work collaboratively in driving additional saving

The results

- 20% operational savings
- 25% postage savings
- Balance sheet relief
- Redeployment of capital to area with higher returns
- Reduced headcount/payroll
- Operational controls & management with real-time web reports