

# HEALTHPLAN ECONNECT SOLUTION

## A holistic portal solution for health plans

“As plans ramp up for healthcare consumerism and self-service, those that fail to personalize and process-enable their online experience risk greater competition for member attention from online medical resources or HR services providers.”

- Forrester Research <sup>1</sup>

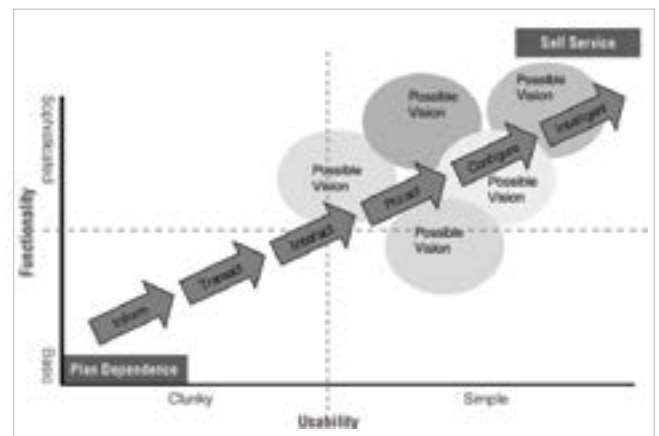
“By 2012, the customer empowered world will make Web portal experiences a fundamental differentiator among healthcare payers.”

- Gartner <sup>2</sup>

Having a cohesive portal strategy and a robust portal that supports self-service is no longer a luxury. With rise of consumerism, ubiquitous web access and the demand for lower healthcare costs, portals have become central to health plans’ competitive strategy. Infosys can help you get your portal right, with our solutions and services that include portal strategy, assessments, dashboards and payment technology.

We can help you build/enhance scalable portals that:

- Increase plan member satisfaction
- Improve drug utilization behavior
- Improve member retention and enrollment
- Lower overall administration costs and member savings through self service
- Lower contact center call volume



### Infosys Healthplan eConnect Solution

The solution, developed based on our extensive experience working with portals, incorporates current eCommerce best practices from across industries. Depending on your portal maturity and needs the solution has various components to choose from.

Solution Offering	Features and Benefits
Portal Assessment & Portal Strategy	Provides longer term strategy and road maps to be adopted for enhanced service levels and higher customer satisfaction and ROI within the context of a vision tailored to the clients business needs and strategies
Consumer Dashboard	Provides pertinent information at a single source that is simple to understand and simple to use, enabling members to make key decisions. This coupled with information access over multiple channels of communication drives consumerism in healthcare.
Sponsor/Broker Dashboard	Provides a report card for the plan on an ongoing basis to help determine the planned v/s achieved variances in performance or utilization
Assessment Tools	Identifies functional gaps in existing setup and help suggest approaches/ strategies to overcome them. Consumers find usability and functionality issues as the biggest barriers in adopting tools/ data available on most healthplan sites
Payment Technology	Defines a radical approach to submit claims at the provider office and enabling quicker settlement of claims. Supports configuration of payments to meet the needs of "investors" and "consumers alike."
ADP approach	Infosys BPO offers an ADP model to host the CDHC product administration functions
Call Center Integration	Offers an integrated view of disparate systems, to the agent using Microsoft CCF framework integrating IV/CTI technology.

<sup>1</sup> Health Plans’ Portal Imperative: Where’s The Payoff?  
Laura Ramos

<sup>2</sup> Healthcare Payers Must Change Now to Meet the Consumer of the Future  
Robert H. Booz

## Consumer Dashboard

A dynamic portal that creates a simple logic for supporting your product strategy by coordinating the myriad functionalities and data necessary to inform new consumers. It is also scalable to accommodate future requirements.



Sample screen shot of a Consumer Dashboard

## Multi-channel Communication Methodology

The Infosys Consumer Connection framework provides multi-channel capability using web, phone and other innovative technologies to drive self-service adoption levels.

The multiple channels offer the consumer a means for flexible communication and easy, convenient access from anywhere, anytime. The channels include web, speech-enabled Interactive Voice Response (IVR), text messaging, e-mail and fax. Enhanced levels of automated self services include access to information, ability to perform transactions, proactive alerts and notification deliveries on member's choice of channel such as email, sms, fax, phone etc.

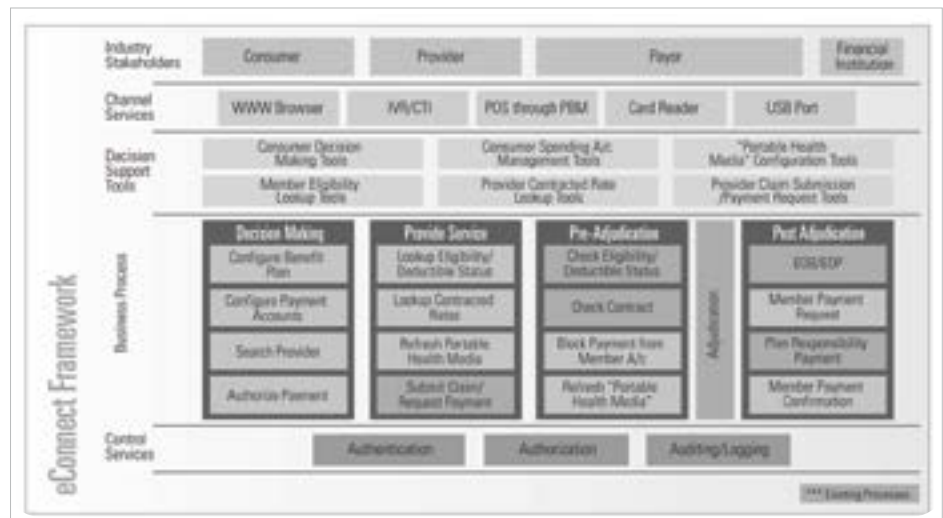
**Turn Service Success into Consumer Loyalty**  
Benefits of improved self-service capabilities include:

- Increased plan member satisfaction
- Improved drug utilization behavior
- Improved member retention and enrollment
- Lower overall administration costs and member savings through self service
- Reduced dependency on contact center

## Infosys Consumer Connection Framework

The Healthplan eConnect Solution is based on Infosys' Consumer Connection Framework.

The framework has been designed with the aim of meeting the needs of consumers, while also meeting the needs of the four other major stakeholders – Sponsors, Payors, Providers and Banks – in realizing cost savings and providing better service.



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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