Helping Health Insurers Deliver a Better Member Experience Through Better Communications

A Better Member Experience Starts with Better Communications

Your world is undergoing fundamental changes, including the shift toward a B2C model that increasingly empowers the individual and regulatory compliance requirements driven primarily by the U.S Affordable Care Act's mandates. These changes are revealing the flaws within your existing member communications systems, pointing to their lack of robust functionality and flexibility required to meet a changing marketplace. To keep from falling behind, now is the time to focus on modernizing your member communications solutions to streamline your processes and ultimately enhance the member experience.

Cincom Eloquence® can put you on the path to delivering a better member experience by automating the design, deployment, and delivery of personalized member communications in any department across your business. Manual processes for generating documents that used to take hours or days now take just minutes to complete. Rekeying data from multiple systems into correspondence is now replaced with automated data and content that eliminates errors and personalizes every communication.

Member-facing representatives no longer shuffle between applications to create letters since they now have the tools they need to service members right within their core application and in real time. And, your IT staff isn't spending hours or days creating or updating document templates leaving them more time to spend on important core initiatives. The payoff: communications are better and your members' experiences go from good to great!

Where can Cincom Eloquence help your member communications?
(You could try to name them but don't worry, we did it for you. Just turn the page.)

Cincom Eloquence brings communication clarity throughout your organization ...

Claims Processing

Appeals & Grievances

Care Management

Member Services

Enrollment

Contracts

Mailroom

Information Technology

... to help you deliver a better member experience.

Claims Processing
- Make sure the right communication is used by restricting a users' access to only those they need
- Accelerate response times by providing representatives with "point-and-click" access to a central repository of communication templates

Appeals & Grievances
- Eliminate costly errors associated with re-keying data from other systems
- Save communications at any stage of workflow for later retrieval and completion

Care Management
- Eliminate unnecessary and costly calls into your contact center with proactive communications
- Harness transactional data to trigger communications tailored for each unique member

Member Services
- Easily transition from paper-intensive processes to electronic delivery, including e-mail, text messaging, and portals.
- Quickly update the "look and feel" of your entire template library by simply changing a single reusable component

Enrollment
- Pre-populate a communication workflow with data directly from another system
- Quickly generate new communications utilizing previously generated ones

Contracts
- Ensure accuracy with a comprehensive management review framework, including multi-level hierarchies, append and annotate
- Minimize management effort to support multiple jurisdictions, effective dates and languages via a single template with multiple "variations"

Mailroom
- Group, sort and split output to meet unique production requirements
- Dynamically insert PDFs, images, messages, bar codes and OMR marks at generation or post-processing

Information Technology
- Reclaim valuable staff time by moving the design and development of templates to business users
- Integrate with any existing applications via comprehensive exits and APIs

Meet the challenges of today and be ready for tomorrow

Traditional member communication solutions used to mean siloed applications based on in-house, custom-developed code. Or worse, multiple vendor contracts that locked you into pricing and options for disparate tools that were challenging to integrate and costly to support. But not anymore!

Cincom Eloquence is designed to let you start generating member correspondence in one department today and then grow across the organization easily, affordably and sustainably. A scalable solution built on a single-code base, Cincom Eloquence automates your member communications processes across the entire organization through a software suite that is easy to use and seamlessly integrates into your legacy environments today.

Plus, it's ready to evolve with you as you bring on new business applications and transition from paper-intensive processes to electronic document delivery channels, including e-mail, text messaging, and portals.

What's the value of Cincom Eloquence across your organization?

- **One vendor, one application** – easy for users to learn and IT to support
- **Integration** – work in your departmental application and eliminate manual re-keying of data from other systems
- **One template repository** – centralized management of all templates and content virtually eliminates compliance risk
- **Scalability** – easy configuration you build in phases, from department to enterprise
- **Consistency** – personalized content and fewer errors no matter which delivery channel, print or electronic

Better member experiences through better communications.

HEALTH INSURANCE SOLUTIONS

cincom.com/cds

About Cincom

Cincom delivers the most intuitive, member communication solutions in the industry. By streamlining the design, deployment, delivery and management of high-volume, highly personalized communications, Cincom helps health insurers:

- acquire, strengthen and expand member relationships
- minimize compliance and regulatory risks
- reduce operating costs
- accelerate time-to-market for all their member communications

Cincom leads the industry in providing member communication solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.

To learn more

https://www.cincom.com/ccm-health

info@cincom.com

1-800-2CINCOM