

4 healthcare payer payoffs from *frictionless* member experiences

Will members stay or will they go?

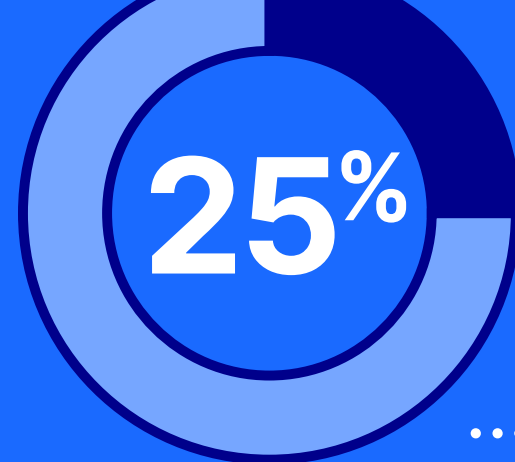
When deciding whether to re-enroll with their healthcare insurance, consumers assess the quality of past interactions.

That's why it pays to **elevate** member care.

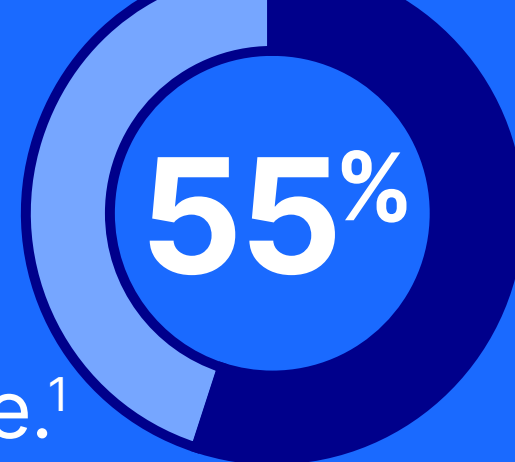
Frictionless member experiences lead to these four benefits:

1 Decrease churn and reduce costs

Consumers are fickle



25% of U.S. Medicaid beneficiaries change coverage within one year...



...and 55% experience a gap in coverage.¹



Research estimates at least **2 million** U.S. workers and their families lose or transfer to new commercial health plans every month.²

This taxes resources, drives up administrative costs and impacts the bottom line.

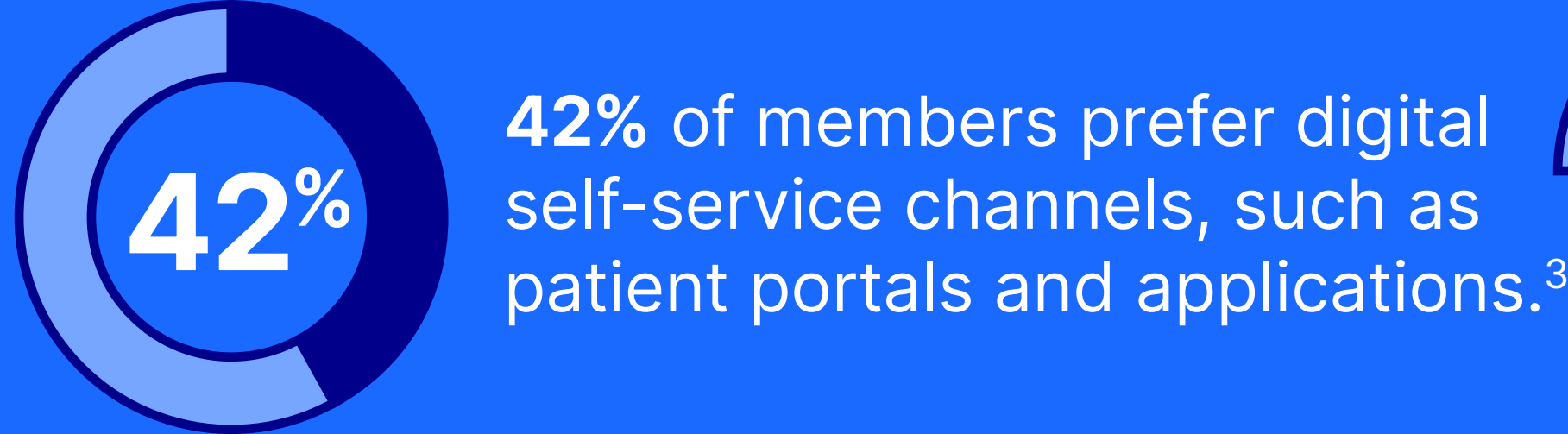
Delivering a cohesive member journey helps improve engagement and retention.

2 Boost plan satisfaction

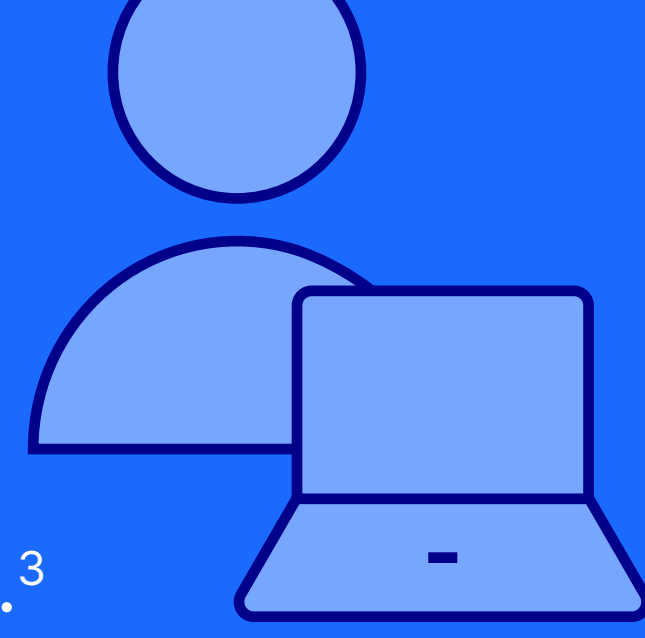
Payers that deliver a consistent experience across channels improve engagement.

How?

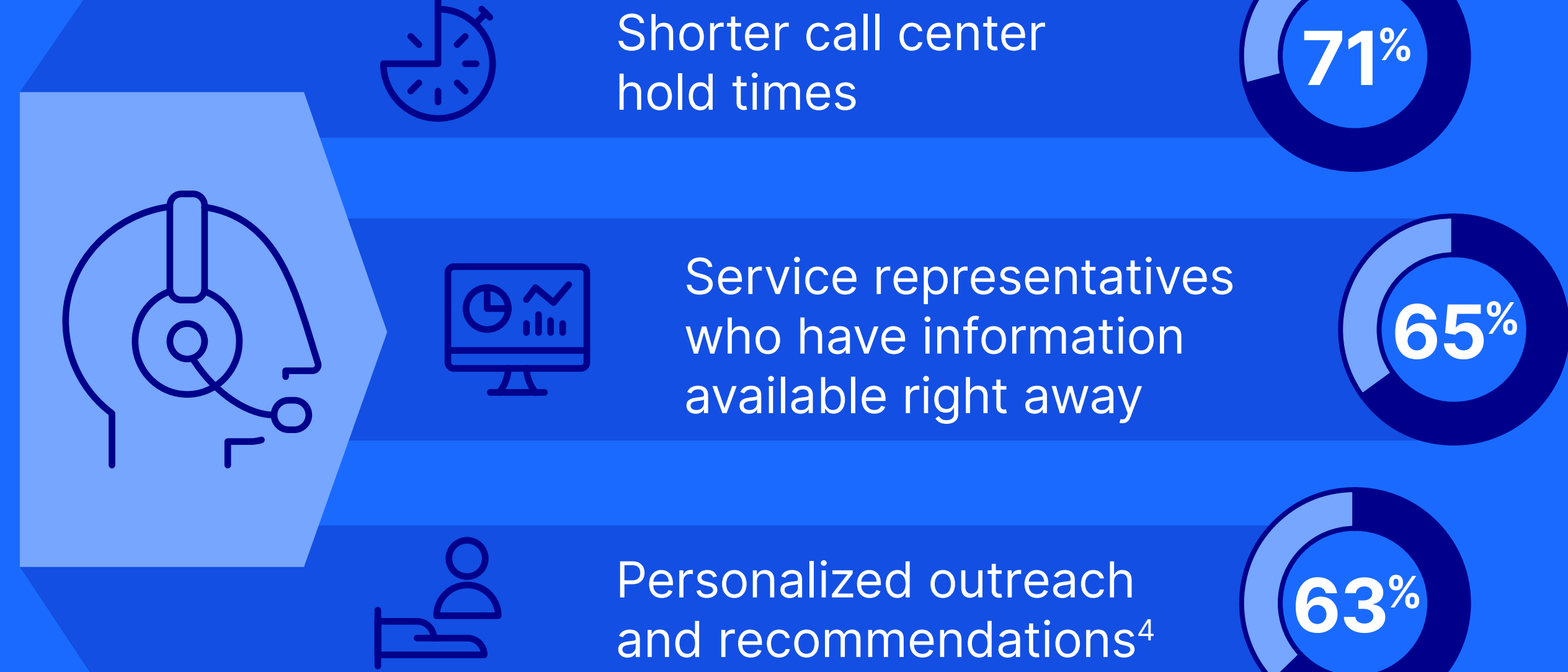
Help members help themselves:



42% of members prefer digital self-service channels, such as patient portals and applications.³

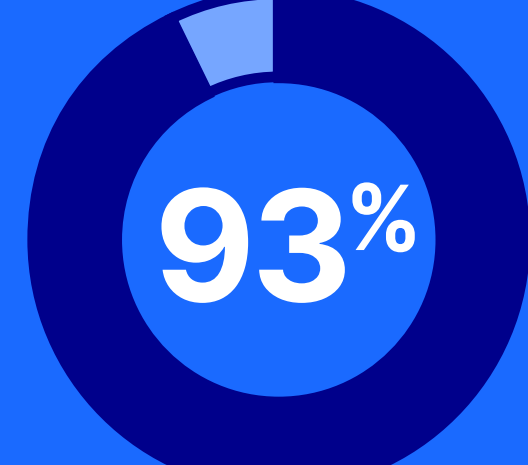


Get personal. When asked what would increase health-plan engagement, respondents said:

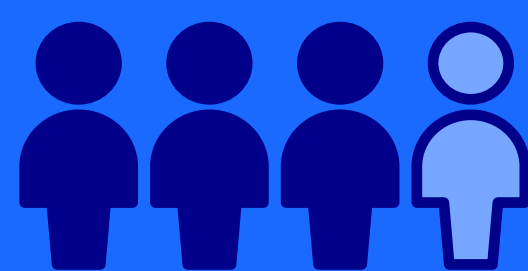


3 Increase enrollment

The pandemic-driven boom in telehealth boosted member satisfaction and engagement.



93% of payers that implemented digital services, such as telehealth, experienced significant enrollment increases.



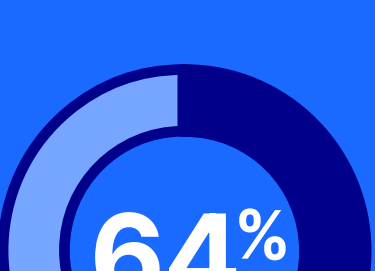
Nearly **three of four** payers that invested in digital platforms reported a decrease in membership turnover.⁵

What you don't do can hurt you:

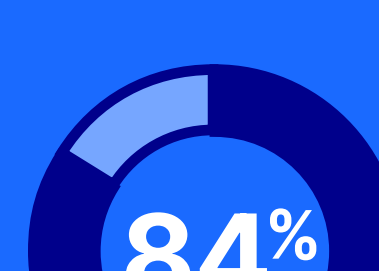
Medicare Advantage members who did not have any engagement with their health plans report overall satisfaction scores that are **54 points lower** than members who engaged with their plans.⁶

4 Boost brand loyalty and awareness

Members are more likely to stick with an insurer that makes them feel appreciated, heard and valued.



For customers who feel respected, **64%** plan to stay with their plan.



84% said they would advocate for that brand.⁷

What better way to show you care than by investing in the future of care delivery?



From McKinsey: "...payers have end-to-end visibility into individual care needs and utilization patterns across providers and settings. This perspective can inform choices around optimal care models, unlock value through improved health outcomes, and lower total cost of care for members and customers."⁸



A glimpse at the future of care:

Hospital-at-home care is on the rise for patients with non-life-threatening conditions, with research finding that patients treated at home have better care outcomes than those treated in a hospital. They are also readmitted less often, opening up beds for other patients. Payers are pushing lawmakers to make this service provision permanent.⁹



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¹ Sommers, B.D., Gourevitch, R., Maylone, B., Blendon, R.J. & Epstein, A.M. Insurance Churning Rates For Low-Income Adults Under Health Reform: Lower Than Expected But Still Harmful For Many. Health Affairs. (2016)

² Axios. Millions Already Lose or Change Health Plans Every Year (April 2019)

³ Health Payer Intelligence. Digital Member Experience Services May Boost Plan Satisfaction. (September 2021)

⁴ Ibid

⁶ Health Payer Intelligence. How Medicare Advantage Member Engagement Influences Satisfaction. (June 2021)

⁷ FierceHealthcare. Forrester: These Are the Payers with the Best Customer Service. (September 2021)

⁸ McKinsey. Innovation and Value: What Payer-led Managed-care Models May Look Like. (December 2021)

⁹ Becker's Hospital Review. Hospital-at-home strategies freed up 3,300 beds, Mayo Clinic says. (January 2022)

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