

## APPLICATION OVERVIEW

# OpenText Exstream for Healthcare

Improve customer, physician, member, provider and employer engagement with consistent communications across preferred channels



**Drive down costs** with digital communications and fewer, shorter calls to the contact center



**Achieve consistent branding** across delivery channels and ensure compliance



**Increase renewals and referrals** with personalized member experiences that create engaged customers



**Educate members** for better behavior and health outcomes

**Today's healthcare payers and providers face a variety of customer challenges. Sky-rocketing healthcare costs are leading more customers to implement self-care. While health plan providers scramble to modernize aging healthcare administration systems for an aging population, they are also striving to meet the evolving customer demands of the younger generation. For example, digital-savvy younger consumers like personal technologies focused on health and well-being.**

OpenText Exstream™ for Healthcare helps leverage customer insights and transform communications to meet ever-changing customer needs.

Payers and providers recognize that preventative care, disease management and behavior modification can reduce healthcare costs. For healthcare providers, convincing members to modify their behavior requires improved transparency for better rapport and trust. Healthcare industries are embracing new digital engagement strategies that contribute to or drive lower cost of care, improved healthcare quality and higher levels of customer satisfaction. This engagement includes easy to understand personalized communications designed to educate, motivate and influence customers about moving towards an informed and comprehensive health and wellness lifestyle. Educational messages can include how to opt in to share health information, the benefits of generic drugs, healthy eating, nutrition and exercise and how to prevent illness.

Seven of the top 10 Fortune 500 health insurers use Exstream to design and deliver a variety of member communications.

## Exstream can help healthcare payers:

- Create and manage high-volume EOBs with policy-tailored, easy-to-understand information to reduce volume and length of calls to the contact center.
- Include targeted wellness messages in member communications to guide them towards healthier behavior while reducing claim volume.
- Ensure that all communications, from EOBs, welcome kits, ID cards and policies, look like they are from the same company and include compliant copy supporting regulatory mandates.
- Create personalized outreach materials for marketing and open enrollment periods and deliver them to customers through preferred communication channels.
- Manage complicated chronic care claims and intricate case management efficiently.

Increased oversight and federal mandates stress the importance of compliant customer communications within the healthcare industry. Explanation of benefits (EOBs) forms play a particularly important role in the relationship between company and customer, across all types of coverage, from medical and dental to prescriptions and mental health. Healthcare payers today struggle to provide communications that are useful and informative but also clear and easy to understand with a consistent look and feel across all channels.

## Drive down costs

Exstream helps organizations drive down costs by directly accessing and using data from membership, claims and benefits systems, eliminating the need to create and maintain systems that consolidate, convert and normalize disparate data. These capabilities also help ensure accurate, up-to-date member communications that contain insights leveraged from a diverse set of data points. Clearer, easy to understand EOBs, claims and renewal letters reduce client frustration and result in fewer expensive call center inquiries.

Since Exstream can produce all types of member documents and communications, including welcome kits, letters, claim forms and ID cards, there is no need to maintain a variety of document generation systems, further reducing costs.

Exstream enables organizations to design once and deliver to 20+ digital and print channels without compromising stringent delivery requirements. Encouraging members to choose electronic communications over paper saves printing and postage costs while minimizing risk. One health insurer using Exstream saved \$1 million dollars on paper and postage alone.

## Achieve consistent branding across delivery channels

With so much consolidation in the healthcare industry, it is important for insurers to have a consistent look and feel, ensuring brand consistency and compliance across digital and print channels. Exstream for Healthcare makes it easy to replace a company logo, no matter the type of communication or the delivery channel.

## Personalize member experiences and increase renewals and referrals

Providers and payers that supply patients with the information they need to make care and cost decisions are more likely to achieve better clinical and financial outcomes and earn the loyalty of members/patients and their families. Providing patients with on-demand access to personalized health information and sending automated, data-driven reminders for prescription refills, appointments, preventative care activities and discounts for health and wellness services fosters customer loyalty and trust. Engaged, happy customers are more likely to renew their insurance plan and recommend it to others.

For on-demand, realtime and structured communications, if a primary delivery method fails, the software automatically sends through secondary channels. Because communications are integrated, targeted messages can be added to the failover notices to direct customers to update their contact information for future electronic deliveries, ensuring continuous communication with customers.

## Educate members for better behavior

Healthcare providers and payers want to educate members about how to be better healthcare customers and are now deploying new methods for attracting and retaining members, especially those engaged in maintaining or improving their health. According to the Centers for Disease Control and Prevention (CDC), chronic conditions account for 75 percent of healthcare spending and lifestyle choices are responsible for the majority of chronic conditions. Health providers, employers and payers can create personalized, educational communications that help patients and customers make better choices.

Exstream leverages innovative document white space management, giving business users the freedom to deploy targeted campaigns to cross sell and up sell products and services and help members see the benefits of switching to generic drugs and developing better habits, such as regular exercise and healthy eating.

## Applications and use cases

### Member communications

As healthcare payers increase their focus on customer strategies, they can use Exstream to produce member communications that build brand loyalty and promote behavior changes. And rather than sending nearly identical communications to the same address, the solution can consolidate mailings to a single address for members of the same household.

### Welcome kits

Dynamic welcome kits that include provider directories can be automatically assembled based on pre-defined business rules, saving valuable time and money by reducing labor costs and pre-printed materials.

### Explanation of benefits

Transform your traditional EOBs into powerful communications that use charts and graphics to clearly explain benefits, show pictures of medications members are currently taking, help with chronic disease management and promote preventative activities and behaviors.

Use Exstream to create simple, easy to read EOBs

## Correspondence

Improve the efficiency of correspondence processes with OpenText Exstream™ Empower Editor’s interactive business editing and workflow capabilities. Easily respond to claims from Exstream Empower Editor’s controlled editing environment, which enables front-office staff to quickly explain claim acceptance or denial while limiting organizational risk.

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## Wellness assessments

Create personalized wellness assessments online or in person to help members understand health risk factors and necessary lifestyle changes.

## Why OpenText?

Exstream is OpenText's strategic, innovative and continually evolving Customer Communications Management (CCM) platform. The solution extends organizational CCM capabilities to include business user-driven content creation and modification, a premier batch engine which is faster than other CCM solutions and the ability to ingest data in any format, greatly reducing document processing time. Exstream is the #1 CCM solution in market share and enterprise deployments.

Exstream is part of the OpenText™ Experience Suite Platform which includes solutions for digital asset management, web content management and more to provide a complete, 360-degree customer experience across all interaction points of the customer journey. The Experience Suite Platform enables organizations to improve customer loyalty and create connected, engaging, personalized experiences that yield better, longer-lasting results related to customer lifetime value (CLV).

### Exstream differentiators include:

- Premier batch engine performance with less investment in infrastructure and software licenses.
- Easy integration with data and content from any application, with no need to normalize data, saves hours of processing time.
- Strongest integration with business apps and ecosystems, such as SAP® Salesforce and OpenText EIM solutions.
- Design and authoring functionality lets non-technical users modify and publish content in Exstream templates, without IT help.

## OpenText Professional Services

OpenText offers Consulting Services, Managed Services and Learning Services to support customers with digital transformation and optimize their investment in OpenText software and solutions. Passionate about Customer Experience, OpenText brings together the world's largest certified team of OpenText solution professionals to help customers build and execute on their digital strategy.

### Consulting services include:

- Professional Services
- Experience Advisory services
- Implementation services
- On-premises, cloud and hybrid managed services
- User Adoption services
- Training (classroom, virtual, certification)
- Success packages
- Integration services
- Modernization