

Health Plan Member Experience Transformation

July 2021: Complimentary Abstract / Table of Contents



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Background and scope for research

Healthcare industry has overlooked the experience of its consumers for a very long time. Healthcare consumers now demand an experience paramount to other industries such as retail or banking. Realizing this growing need, experience has become an executive level priority in the last couple of years, with most healthcare leaders agreeing that they are in the business of selling an experience and not a product. To address this need, healthcare payers are investing in consumer experience technologies that can help them acquire and retain consumers by making an impact on every part of their consumer journey. Improved member experience is a win-win solution for members and as well as payers as it can improve the finances of payers, decrease administrative costs, and enhance the quality of care.

In this research, we deep dive into the rise of customer experience solutions, analyze the different kinds of offerings, and compare the platforms available in the market based on their ability to meet the needs of the payers.

Topics in focus:

- Increasing focus on member experience
- Evolution of member experience solutions
- Key vendor landscape

Scope of this report:



Geography
Global



Industry
Healthcare payers



Services
Member experience services

Summary of key messages

Some of the findings in this report are:



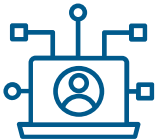
Growing importance of member experience

- Member experience is emerging as a top priority for payer enterprises that have long overlooked the experience of their consumers. It has now become an executive level priority for payers who are on a spree of hiring Chief Experience Officers
- The CMS also has a renewed focus on member experience, evident from its final 2020 rule on changes in the star ratings according to which member experience scores will now have a much higher weightage



Evolution of Chief Experience Management (CXM) platforms

- Enterprises are moving beyond Chief Relationship Management (CRM) to CXM platforms
- While traditional CRM platforms just focused on acquiring customers, the CXM platforms have an equal focus on customer retention by making an impact on each step of their journey



Platform-based model for member experience

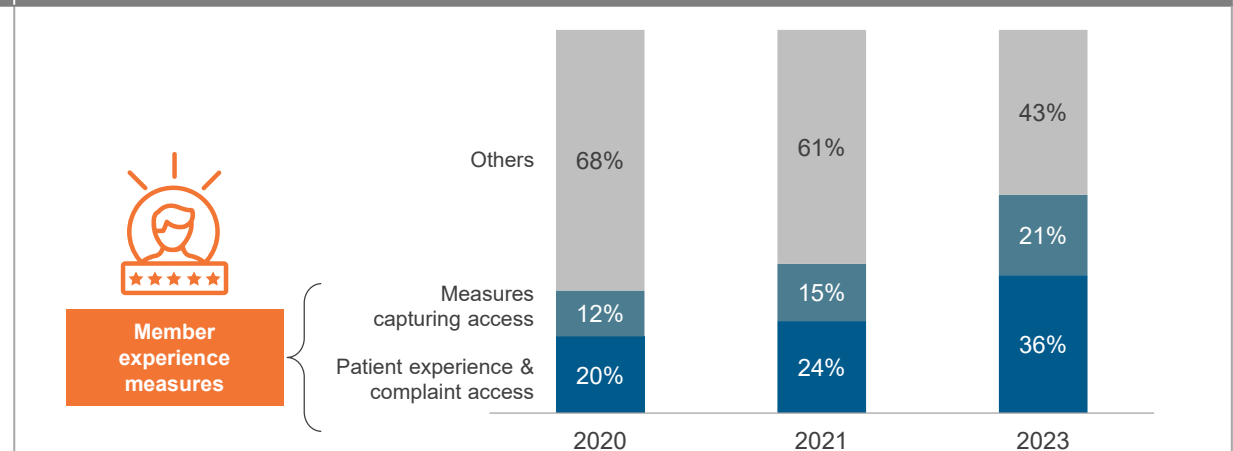
- A platform-based operating model that looks at all three areas – sales & marketing, services management, and care management is the foundation for a future-ready member experience transformation solution
- A successful member experience platform enables payers to not just easily acquire potential targets and solve their grievances, but also empowers them to take an active role in their members' overall health
- The key to a successful member engagement strategy lies in a data integration layer that successfully evaluates and analyzes member data from all possible sources

This study offers three distinct chapters providing a deep dive into key aspects of member experience transformation market; below are four charts to illustrate the depth of the report

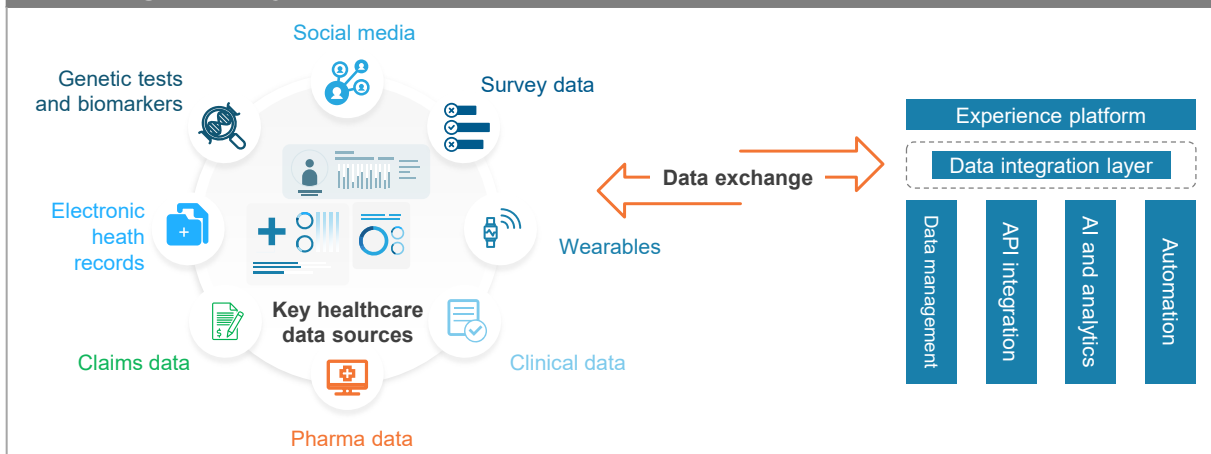
Rise of a chief experience officer role



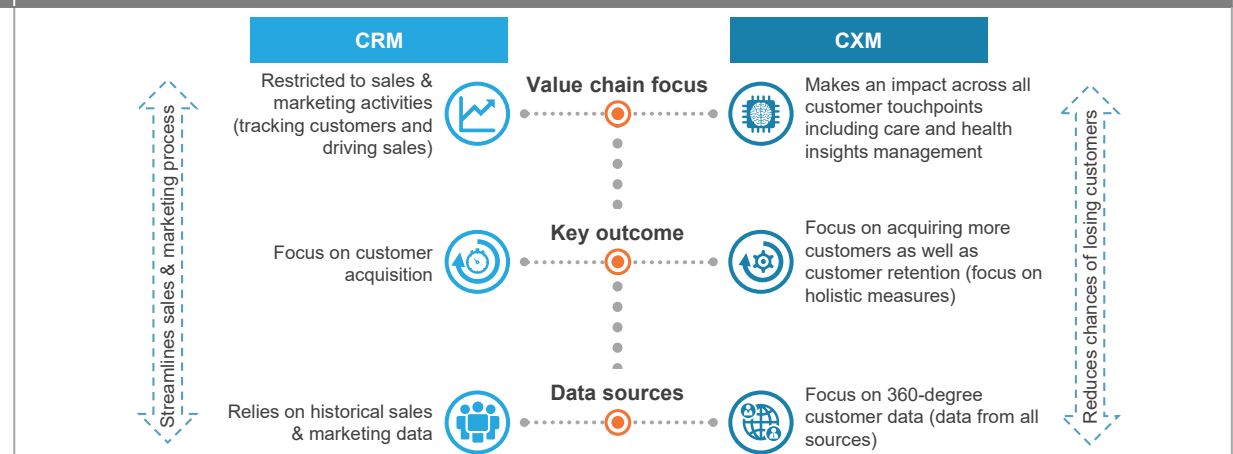
Impact of May 2020 final rule on Star weighting



Data integration layer for a CXM platform



Evolution of a CXM from a CRM platform



Research calendar

Healthcare IT Services

■ Published
 ■ Planned
 ■ Current release

Flagship reports

Release date

Healthcare Provider Digital Services PEAK Matrix® Assessment 2020	June 2020
Salesforce Health Cloud Services PEAK Matrix® Assessment 2020	December 2020
Healthcare Specialists PEAK Matrix® Assessment 2020	December 2020
State of the Market – Salesforce Health Cloud services	March 2021
Healthcare Automation Services Peak Matrix® Assessment 2021	Q3 2021
Healthcare Cloud Data Platforms PEAK Matrix® assessment 2021	Q3 2021
Telehealth Solutions PEAK Matrix® Assessment 2021	Q3 2021
Healthcare Analytics Services PEAK Matrix® assessment 2021	Q3 2021

Thematic reports

Release date

Unpacking the Rise of Telehealth	July 2020
Platform-based Modernization of Healthcare Payer	August 2020
A Tectonic Shift in the Healthcare Market - UnitedHealth Group's Optum Acquires Change Healthcare	January 2021
Healthcare Payer Enterprise Insights – H2 2020	April 2021
Health Plan Member Experience Transformation	July 2021
Interoperability in Healthcare	Q3 2021
BigTechs in Healthcare Industry – Microsoft, AWS, Google, Salesforce	Q3 2021

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