How to Create a Unified Member View
5 STEPS TO IMPROVE MEMBER AND PROVIDER ENGAGEMENT

1 Prioritize Digital Transformation Technology

Drive
OPERATIONAL AGILITY

Bridge
LEGACY SYSTEMS

Establish
COMPETITIVE EDGE

50% **More than 50 percent** of healthcare insurer IT budgets dedicated to digital transformation over the next three to five years. – MCKINSEY

2 Embrace a Customer-Centric Approach

3 Adopt an Agile Platform for 10x Innovation Speed

Choose the right digital technology for rapid delivery of apps that:

✓ Process claims faster and more accurately

✓ Reimburse providers correctly the first time

✓ Manage value-based care reimbursements

✓ Provide accurate reporting to required federal and state agencies

4 Make Mobile a Priority

A mobile mentality is driving new patient and member interactions.

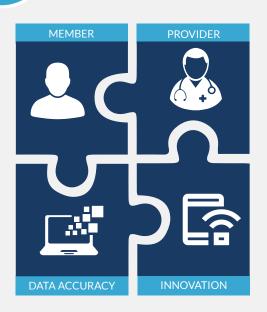More than half of users use their smartphone to get health information*

"*Healthcare organizations that haven't developed a digital ecosystem that is fully enabled in mobile will need to do so.*"
– FORRESTER RESEARCH PREDICTIONS 2017: ENGAGING THE EMPOWERED PATIENT

5 Establish a Single Source of Truth

MEMBER   PROVIDER

DATA ACCURACY   INNOVATION

A unified Member view requires **timely, accurate, and protected information**... and an integration capability that creates a single source of truth for the healthcare insurer and stakeholders.