

# 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



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.

Appian, the Digital Transformation Platform™, helps deliver information accuracy and real-time availability to better engage members and providers, manage costs, ensure proper care coordination, and afford meaningful choice.

[Find out more about creating a Unified Member View.](#)

Appian

\*Source: PEW Research Center

\*Basel Kayyali, Steve Kelly, and Madhu Pawar, “Why digital transformation should be a strategic priority for health insurers,” McKinsey & Company (2016)