

Appian for Healthcare Payers

MEMBER ENROLLMENT, ONBOARDING, AND MAINTENANCE

- Unify member data across systems
- Automate member enrollment
- Easy access to real-time member data
- Simplify member ID card replacement and administration

Healthcare payers are looking for innovative ways to both grow membership, and better satisfy and retain current members. However, many membership systems of record have outdated, complex member onboarding, enrollment, and maintenance processes that can make this a challenge.

The fact is, payers have only a short window to update member records. During their open enrollment periods, member data arrives in many different forms, often requiring payers to manually validate and reformat the information. What's more, they also need real-time ability to keep up with qualifying life changes that cause changes to enrollment, such as a marriage or birth of a child. Also, payers must match up enrollment with premium payments and generate both print and virtual member ID cards. Now do all of this work, for millions of people, in two to three months – that's a challenge.

MEET THE CHALLENGE

Appian can intake data from many sources, including EDI, flat files and structured worksheets. Appian then provides a highly configurable process flows, enabling healthcare payers to create a unique and automated member onboarding journey. Finally, Appian has built-in robotic process automation (RPA) allowing payers to bring bots and control them with Appian's bot management tools.

- **Manage member interactions** and simplify data verification
- **Replace paper-based processes** with a virtual system
- **Automate repetitive processes** with RPA



FOCUS

Lower your Administrative Loss Ratio with streamlined enrollment and onboarding.

- Achieve a seamless customer experience with updated member data available to the contact center in real-time to meet member demands for personalization
- Maintain a clean, accurate member master file for easier claims filing

TAKE CONTROL

Appian gives organizations the ability to quickly build, deploy, and scale enterprise member services applications for:

- Member Engagement & Wellness
- Member Contact Center

PREPARE FOR THE FUTURE

The future of healthcare depends upon the ability to quickly adapt and provide quality and convenience for providers, payers, and—most importantly—members.

It takes speed and power to deliver transformational healthcare solutions. The Appian low-code application platform provides both.

With Appian, organizations can build web and mobile apps faster, run them on a HIPAA-compliant cloud, and manage complex processes, end-to-end, with bots, and without limitations.

HEALTHCARE ORGANIZATIONS TRUST APPIAN:



Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com