

Quadient® Healthcare Payers Overview

Transform your business, delight your customers.



“Quadient has been extremely helpful in showing us the best way to accomplish certain tasks and they had our employees fully trained in less than six weeks. I’ve worked with many providers over the years and Quadient is at the top when it comes to their knowledge and professionalism.”

—Senior Vice President, Policy Business Integration. Top U.S. Insurer

Health insurance customers today demand immediate access to real-time information and an outstanding customer experience. Quadient helps healthcare payers drive customer loyalty and satisfaction by engaging with their members in a more meaningful way – through the channel of their choice.

Quadient’s® portfolio of integrated technologies helps Healthcare Payers bring together and activate the entire business in the name of better customer experience. Our award-winning CCM solution, Inspire, enables you to create personalized, contextual, regulatory compliant customer communications across all channels from centralized platform.

Experience
Over 6,000
customers worldwide



**Backed by
the experts**
Ranked a Leader by
Gartner & Forrester



**Future-proof
technology**
Fastest release rates
in the industry



Proven results
95% customer
satisfaction rate



Our business solutions at a glance

Customer Communications Management (CCM)

- Consistent omni-channel communications
- Output and compliance Management
- Business user empowerment
- CCM platform consolidation

Digital Experience

- Personalized digital experience (PDX)
- On-boarding
- Mobile & web applications
- Rapid mobile application development (RMAD)



Customer Journey Mapping

- End-to-end journey mapping
- Real-time collaboration
- CX visibility across silos
- On-going CX enhancement

Data Quality

- Single Customer View
- Data cleansing & consolidation
- Data enrichment
- Data security & compliance



Speed digital transformation

Most established payers have a complex infrastructure of mission-critical legacy IT technology. Quadient helps you create clear and consistent communications no matter how many disparate systems you have.

Our technology integrates with your existing legacy IT systems and offers flexible implementation options including on premise, hybrid and cloud applications. Our CCM and digital experience solutions allow you to leverage existing templates, archived content, and data from your core systems to create highly personalized, timely and accurate communications across all channels.

Whether you are simply moving from print to e-delivery, or looking to explore more sophisticated channels like mobile or wearables, Quadient technology scales with you as you grow, regardless of your organization's maturity level.



One platform, unlimited channels

Many healthcare payers have separate tools, teams and third parties dedicated to designing and creating content for email, web, and print communications. This results in duplication of efforts, inconsistency and compliance risk.

Our industry-leading CCM solution, Inspire, enables you to create timely, contextual, personalized and accurate communications for all channels from one intuitive interface. This eliminates the need for multiple siloed teams, satisfies regulators, reduces risk and ensures a seamless customer experience.



Empower business users, reduce silos

Reduce strain on IT and meet consumer demands by empowering business users to make simple content changes through a web browser. With Inspire, business users are given access to pre-defined content blocks through a web browser. Administrators specify which templates may be accessed by whom and what changes may be made to ensure brand consistency and compliance.

Inspire's synchronized omni-channel preview then enables managerial staff to review the output in every format (mobile, tablet, web etc.) for fast approval.



Quadient Healthcare Payers Capabilities at a glance

- ✓ Paperless claims processes
- ✓ eSignature integration
- ✓ Interactive welcome kits
- ✓ Client correspondence
- ✓ SMS and mobile push notifications
- ✓ Personalized up-sell and cross-sell promotions



Increase agility, reduce risk

Reduce risk and improve efficiency by enabling compliance, legal and line-of business teams to collaborate throughout the communications creation and approval process.

With Inspire, compliance personnel manage, track, audit, and approve regulatory language quickly and easily. Changes are made in one location and applied everywhere you choose, and content blocks are locked down to safeguard regulatory language where required.

“We are using Quadient Inspire to change the way we communicate with our customers to improve the overall experience.”

—IT Project Manager, Large Enterprise Health Care Company



Elevate your customer experience, increase market share

And, as a healthcare payer, it's in your best interest to influence member behaviors when it comes to managing their own health. Create highly engaged and educated members by providing your customers with the information they need, when they need it and where they want it.

Paperless on-boarding

Make on-boarding quick and convenient with digital forms that are pre-populated with your members' personal information.

Dynamic communications

Add dynamic elements to your plans to make it simple for members to sort through important information with interactive charts, graphs, and sliders. Increase engagement and with mobile push notifications and SMS reminders of upcoming appointments, procedures and treatment regimens.

Up-sell, cross-sell

Leverage member data to position upsell and cross-sell promotions tailored to their unique needs.

Quadient customers include:



3 of the top **5**
largest healthcare payers in the U.S.

“Quadient Inspire enables a more consistent and professional visualization of our customer communications that is scalable and transferrable across the enterprise. It has also enhanced our workflow management, allowing for ease of use from multiple channels.”

—Business Professional, Fortune 500 Health Care Company

37%

of enterprises face a skill shortage when it comes to mobile application development.

62%

of IT managers report a large app development backlog, with some having more than 10 apps waiting to be developed.

Source: Outsystems. The State of Application Development, 2017.



Take action to improve the customer journey

Quadient® Customer Journey Mapping is the only cloud-based journey mapping tool that incorporates digital and physical touchpoints into your journey maps. Customer experience teams easily share feedback with business users directly through the tool, so improvements are made in real-time.



Step up your mobile game

For many organizations, personalized mobile and web content is extremely costly to develop and maintain, as it is often done manually.

Quadient's® digital experience solutions help you create responsive, interactive, regulatory compliant and highly individualized mobile and web experiences quickly and easily from one intuitive interface, reducing strain on IT and lowering costs.



Get the most out of your data

Exceptional customer experience begins with exceptional data. Our data quality solutions ensure you're always putting your best foot forward when engaging with your members. From data cleansing, profiling, consolidation, and enrichment to data security and compliance, Quadient's suite of best-in-class data solutions will ensure you're delivering accurate, contextual and compliant communications every time.

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quadient
customer experience. activated.

Quadient, a Neopost company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

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