

Improve Member Communication and Engagement with Multiple Channels

Grow revenue, improve customer experiences, and drive loyalty

Increasingly, consumers expect a digital experience when they interact with healthcare providers and payers. Yet many organizations don't have the systems in place to support this consumer desire. Our Communications and Payments Solution can help.

Process Paper and Digital Using a Single Workflow

Fulfillment, operations, and member-service personnel no longer have to work with two separate solutions: one for paper-based member communications and the other for digital communications.

With Change Healthcare's Member Correspondence Advocate, you can implement both, helping you transition from more costly, paper-only member communications to the omnichannel approach now expected by consumers.

The Change Healthcare Member-Engagement Solution is Customizable Based on Your Specific Requirements

Services include:

- **Paper-based fulfillment.** Consistent, reliable high-volume print services.

- **E-Communications.** Generic or personalized emails, which can include embedded links to authenticated portals.
- **E-Documents.** API and file-transfer options.
- **Advanced Document Consolidation.** Helps increase efficiency and cost savings via a combined document-delivery network.
- **Client Access System.** Offers transparency and control over daily operations.
- **Accessibility.** Fulfills requirements for C508, the ACA, and the ADA.

Additional benefits include:

- **Reporting.** Monitor the status of your communications and use in-depth metrics to measure the effectiveness of digital communications.
- **Compliant.** HITRUST CSF®-certified, FISMA-compliant, EHNAC HNAP-EHN accredited.
- **Secure.** Repeatable processes so the right materials go to the right members.
- **Composition Management.** A configurable platform to allow for the efficient setup of simple or complex business rules.

Future Member Engagement Solutions to Focus on Preferences and AI

Change Healthcare is exploring a wide range of additional features and enhancements to our communications platform, including advanced reporting and analytics, preference management tools, member journey management, and AI-driven engagement strategies.

As we learn from customers and market dynamics, our platform will adapt to continually keep our clients at the forefront of innovation and opportunity.

Engagement and Cost Reduction Benefits at the Same Time

Implementing Change Healthcare's digital-engagement strategies can help you reduce costs, improve accuracy, and accelerate delivery.

You can optimize the impact and engagement of member communications for better consumer empowerment and greater customer loyalty.

For more information, please call **1-866-817-3813**.