



Healthcare Consumerism  
Consulting Services

# Become a Consumer- Centric Healthcare Organization

Consumers are demanding more value for their dollar. They want better choices, knowledge to make informed decisions, and on-demand access to tools that improve their overall health.

In this digital era, consumers also expect custom experiences. We can help you provide the individualized service your members want. By understanding the decision points driving enrollment, satisfaction, and retention, you can become more consumer-centric.

We can help you boost enrollment through thoughtful development of new products and services to meet underserved needs. We can help automate processes, streamline workflows, and accelerate transactions – increasing customer satisfaction and revenue. We'll work with you to better engage members, encouraging them to take a more active role in their health.

# Transform Your Organization to Effectively Empower Your Members

## Automate Consumer-Facing Processes

We offer healthcare consumerism consulting services to health plans and provider organizations serving all lines of business, including individual, small, and large group plans, as well as Medicare and Medicaid.

Our consultants first examine how your plan impacts consumers. We gain an understanding of your marketplace and review your product portfolio and existing business line strategies. We look at every operational and service function, beginning with the initial consumer shopping and searching process. We analyze the enrollment experience and your billing and payment processes.

Based on your needs, we help you transform your organization by automating processes, accelerating workflows, and delivering greater performance and cost transparency to your members.

## Deliver Member-Oriented Tools

Our consultants conduct member preference research, compare the results to your current products and communication strategies, and determine opportunities to bridge the gaps.

After collaborating on a plan, we help you execute each step. Changes might include a customer service redesign, EOB revisions, marketing rebranding, or a new product line.

### Our Consulting Services include:

- Market assessment and competitor analysis
- Product portfolio review
- Channel strategy/development
- Member engagement assessment
- Consumer experience optimization
- System selection/implementation
- Operational improvements
- New product development support
- Vendor/partner selection

Consumers expect their health plan and provider interactions to mirror their digital experiences in areas such as banking, retail purchasing, and real estate

## Refine the Member Experience

Information is only helpful if it reaches your members. We'll help you develop a multi-channel communications strategy that incorporates a user-friendly website, an interactive phone system, mobile apps, and social media. Our consultants will evaluate the success of your brand recognition, and will advise you on how to best position your services.

If your technology systems are not fully integrated, you might be relying on inefficient, error-prone processes that ultimately hurt your bottom line. Our team can help you evaluate and select partners to provide a single, seamless interface for your members that helps accelerate enrollment.

By focusing on improving the consumer experience, you can help your members more readily embrace preventative care, understand the quality/cost relationship, and make more informed healthcare choices.

### About Change Healthcare

Change Healthcare is inspiring a better healthcare system. Working alongside our customers and partners, we leverage our software and analytics, network solutions and technology-enabled services to help them improve efficiency, reduce costs, increase cash flow, and more effectively manage complex workflows. Together, we are accelerating the journey toward improved lives and healthier communities.