

CHANGE HEALTHCARE

Insight. Innovation. Transformation.



Healthcare Consumerism Consulting Services

Transform into 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, personalized experiences. We can help you provide the individualized experiences your members/patients want. By understanding the decision points driving customer acquisition, satisfaction, and retention, you can become more consumer-centric.

We can help you boost customer acquisition through 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/patients, 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 organization 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 payer and provider processes such as enrollment experience, appointment scheduling, 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 customers.

Deliver member-oriented tools

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

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

Our consulting services include:

- Market assessment and competitor analysis
- Product portfolio review
- Channel strategy/development
- Customer 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 customers. We'll help you develop an omnichannel 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, impair customer satisfaction, and/or cause provider abrasion. Our team can help you evaluate and select partners to provide a single, seamless interface for your customers that helps improve their experience.

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



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About Change Healthcare

Change Healthcare (Nasdaq: CHNG) is a leading healthcare technology company focused on insights, innovation, and accelerating the transformation of the U.S. healthcare system through the power of the Change Healthcare Platform. We provide data and analytics-driven solutions to improve clinical, financial, administrative, and patient engagement outcomes in the U.S. healthcare system.

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