

# Omnichannel Delivery

## Engage with your members through their preferred channels

As consumer-centricity takes hold of the healthcare industry, members increasingly want providers and payers to engage with them through modern channels. In other words, today's members expect a more sophisticated experience. Yet many organizations are not prepared to meet this desire. We can help you communicate with members through their preferred channels, which in turn helps your organization partner more effectively with members in their healthcare journeys.

### Preference Execution

Change Healthcare's platform can understand your members' channel preferences and execute communications accordingly, through digital or print, all through a single, integrated workflow.

### Digital Communications

Research shows that 71% of members want their health insurance company to communicate with them using more modern platforms, while 63% would be satisfied if all communications were digital. Change Healthcare can help your organization meet these expectations.

Change Healthcare can facilitate different types of email communications. Common emails include welcome letters and EOB notifications (which include a secure link to the member portal for

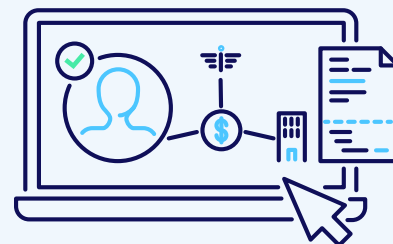
document viewing). Should digital delivery fail (such as email bounces or incorrect email address), the communication can roll to print to ensure delivery to the member.

Our platform lets you retrieve electronic document files through a variety of methods, including API connection, PDF file delivery, and our customer portal. These access methods enable you to collect and display these documents in other settings, such as a member portal.

Because they help eliminate postage expenses and offer near-instant delivery to members, digital channels typically offer significant cost and operational advantages over print.

### Print Communications

While most members now prefer digital communications, many still appreciate paper. Change Healthcare's industry-leading capabilities can help streamline your print communications and reduce costs. Our strategic partnership with the USPS accelerates delivery timelines and gives our clients access to reduced postage rates; our facilities process millions of sheets per day and hundreds of millions of mail pieces annually. We also offer advanced document consolidation features and manufacturing technology that saves on material and postage costs and ensures document accuracy.



**Change Healthcare can help you modernize your platform to meet member engagement expectations. Key benefits and features include:**

- Single integrated workflow to process and manage digital and print communications
- Automatic failover-to-print when emails are undeliverable
- Eliminate postage and material expenses through digital communications
- USPS partnership that accelerates mail delivery and reduces postage costs
- Advanced document consolidation services to reduce postage and material costs