

Customer Communications Management for Healthcare Payors

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When it comes to member communications, healthcare payors face a unique set of challenges: escalating volumes of medical record data, legacy systems, ongoing pressure to contain costs, and privacy and regulatory burdens which complicate the communications landscape.

In addition to all of this, healthcare payors must now meet the expectations of digitally-savvy members who are accustomed to highly personalized customer experiences.

Healthcare organizations need a partner who can help them navigate this digital-first world of patient communications.

AT A GLANCE

- Best-practices process to drive **20%+ increase** in digital engagement
- Interactive communications drive **20-40% reduction** in print/postage expenses
- **10-20% increase** in wallet share

DataOceans' CCM Solution Drives Digital Transformation

Customer Communications Management (CCM) technology is the “last mile” in your communications process. It improves the member experience by simplifying document delivery and electronic payment processes.

Transforming and integrating legacy IT systems is labor-intensive, complex and costly. But DataOceans' Oceanus platform enables organizations to rapidly implement omni-channel communications without the need to piece together a solution internally. It simplifies the digital transformation process, using our best practices deployment model to rapidly integrate data and deploy communications and member touchpoints. An end-to-end platform, Oceanus provides complete control over messaging while enabling visibility and governance throughout the process. A flexible, scalable architecture provides a stable platform foundation to support future requirements.

PARTNERING WITH DATAOCEANS

- Improves medication adherence; enables targeted wellness and disease management
- Enables digital delivery of bills, EOBs, reminders and notifications
- Seamlessly integrates with member portal
- Reduces call volumes and improves CSAT
- Simplifies regulatory oversight

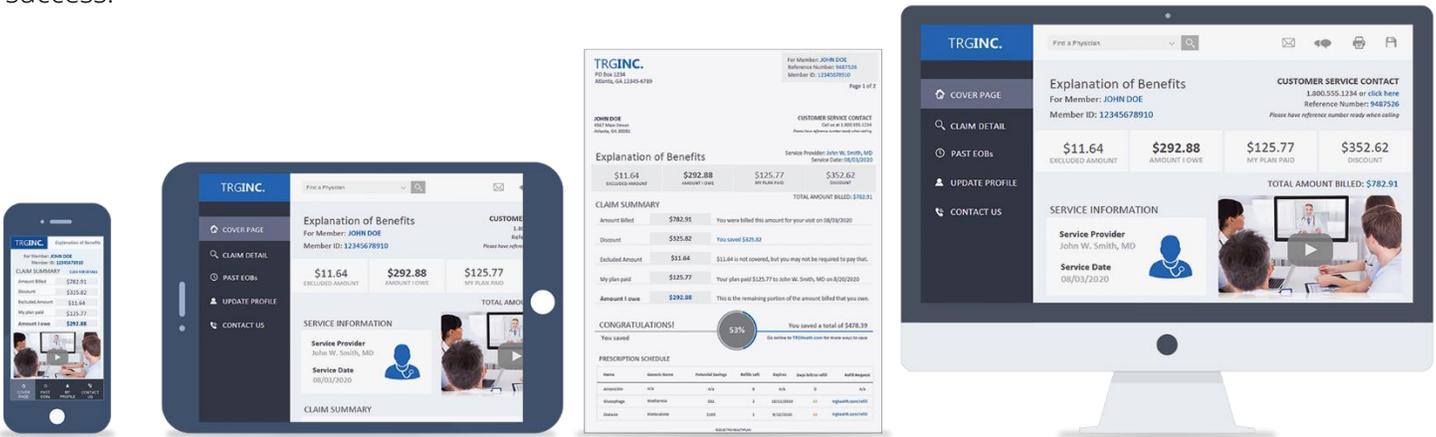
Real Results

DataOceans Oceanus will quickly transform the online experience for your members. A complete CCM solution, it supports flexible integration with other technologies (payment portal, chat, IVR, call center), reducing the complexity of your infrastructure. Our best-practice deployment approach maximizes ROI and increases efficiency, guaranteeing results in months.

DataOceans' end to end solution for communications, preference management and customer engagement can quickly transform your online experience and drive profitability and top-line revenue.

The Bottom Line

The DataOceans platform delivers personalized member communications for improved experience and reduced servicing costs. Our clients experience improvements in efficiency ratio in 90 days, creating value and enabling a foundation for long-term success.



DATA FROM EVERYWHERE, COMMUNICATIONS ANYWHERE