Medallia

MEDALLIA HEALTHCARE PAYERS

Partnering with members to improve the healthcare experience

With increased provider consolidation and the deferral of elective procedures, payers have turned their attention to finding new ways to connect with members in a price sensitive market.

That's why 61% of payers view member engagement improvements as a way to increase their competitiveness in the market, pushing payers to focus their attention on delivering better member experiences.

How we help healthcare payers

Medallia enables healthcare leaders to connect and engage members, families, and care teams to strengthen relationships, improve care, and drive better outcomes. The platform embeds rich and intuitive listening tools seamlessly throughout the entire healthcare journey to instantaneously collect, analyze, and surface real-time signals. By breaking down silos across the organization to create a unified view of feedback and experience data, the entire organization is empowered to take the right action at the right time to address friction in the member journey, influence member behavior, and turn negative experiences into positive ones.

> "If traditional health insurance plans want to resist the threat from disruptors, they need to demonstrate partnership with members—and on behalf of employers—to improve member health, reduce costs and help members navigate the healthcare system." [2]
>
> **James Beem | JD Power**
> Managing Director of Global Healthcare Intelligence

Solutions that support the healthcare journey

Deliver quality experiences by personalizing the member journey
As members want their experiences to mirror those offered by consumer driven companies, payers are using analytics and technology to increase personalization across their distinct populations. With this focus, payers can better understand the individual member's needs to tailor clinical outreach and education to education to enhance member outcomes.

Retain and grow members with better experiences
With up to 14 million people losing health insurance during the pandemic[3], payers are under more pressure now than ever to retain and grow their members. However, as employers and Medicare Advantage members' expectations continue to increase, payers cannot compete on price alone. That is why 51% of organizations rank positive member experiences in their top three priorities.[4]

Improve ease of doing business across digital channels
Evolving consumer expectations are forcing payers to engage with members beyond traditional communication methods of email and phone. With consumers 7x more likely to respond via SMS than by phone,[5] payers are optimizing their digital channels to engage with members in the manner they prefer. For that reason, 53% of payers ranked improving efficiencies in their top three priorities.[6]

Enhance STAR ratings through greater transparency
With more than 50% of the STAR ratings measures influenced by physicians and their staff,[7] payers are finding ways to improve provider collaboration and transparency. By surfacing actionable insights to the appropriate teams through AI and advanced analytics, leaders can use data to drive accountability, prioritize service delivery, and increase provider-payer collaboration for more predictable outcomes.

FedRAMP HIPAA AICPA SOC 2 Privacy Shield Framework ISO 27001 HITRUST CSF Certified

[1] https://www.strategyand.pwc.com/media/file/The-birth-of-the-healthcare-consumer.pdf
[2] https://healthpayerintelligence.com/news/how-payers-can-improve-member-engagement-by-partnering-with-members
[3] https://www.healthcaredive.com/news/more-than-14m-may-have-lost-health-coverage-after-historic-job-losses-stud/586564
[4] https://www.managedhealthcareexecutive.com/view/maximizing-outcomes-for-patients-payers-and-providers-with-data-accuracy-and-efficiency
[5] https://snapdesk.app/texting-vs-calling-vs-email-pros-and-cons
[6] https://www.managedhealthcareexecutive.com/view/maximizing-outcomes-for-patients-payers-and-providers-with-data-accuracy-and-efficiency
[7] https://www.regalmed.com/Regal-en-us/assets/File/BS_Quick%20Tips%20to%20Improve%20Medicare%205-Star%20Ratings%20for%20CAHPS%20and%20HOS.pdf

Medallia Experience Cloud ™ for Healthcare Payers

The experience platform is designed to understand what your members, families, and care teams need in the moment
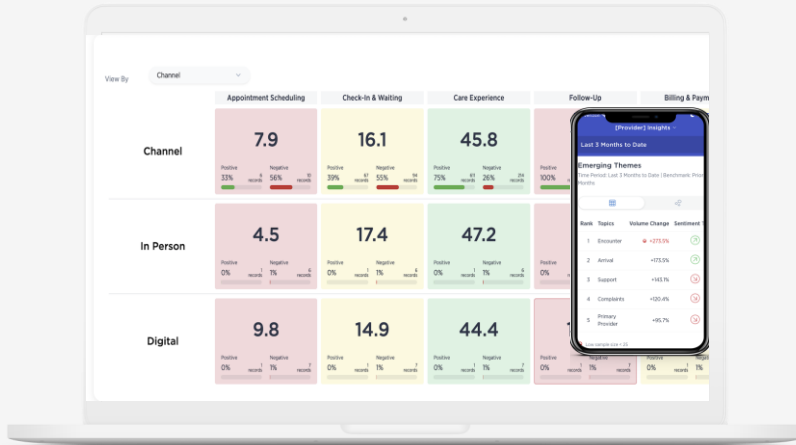
Leading brands that use Medallia

Delivering real, measurable results

Medallia's experience management platform helps healthcare payers drive better care and outcomes. Our customers have achieved:

ADAPTING TO RAPID CHANGES IN CARE DELIVERY
Used real-time feedback on telehealth visits to make agile improvements across multiple teams, maintaining a virtual visit NPS above 70 and overall NPS above 80.[8]

- Atrium Health

BUILDING TRUST WITH PATIENTS
The VA uses feedback to measure trust; Veterans Health Administration Outpatient Care trust score is at 87.8%.[10]

- Department of Veterans Affairs

SAVING TIME AND RESOURCES
Saved employees up to 20 minutes per day and has reduced the incident volume by 10%.[9]

- Johnson & Johnson

IMPACTING CUSTOMER SATISFACTION
Continuous cycle of gathering feedback and implementing improvements strengthens and provides the opportunity to grow and care for clients, teammates, and communities.[11]

- Bank of America

[8] https://www.medallia.com/resource/how-atrium-health-uses-real-time-feedback-to-adapt-to-rapid-changes-in-care-delivery
[9] https://www.medallia.com/customers/johnson-johnson
[10] https://www.medallia.com/blog/how-the-va-is-using-customer-feedback-to-support-veterans-mental-health
[11] https://www.medallia.com/customers/bank-of-america

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