

Member Communications for Healthcare Payors

DataOceans' Solution Enables Digital Transformation

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.

Transforming existing IT systems is complex and costly. Healthcare organizations need a partner who can help them navigate the digital-first world of patient communications.

Interactive EOBs Increase Adoption and Engagement

DataOceans' Oceanus platform enables healthcare payors to rapidly implement omni-channel member communications. Interactive EOBs create a meaningful member experience that educates and enables action, driving adoption and satisfaction as well as shaping member behavior through targeted touchpoints. Oceanus provides full control over messaging while enabling visibility and governance.

FINANCIAL BENEFITS AT A GLANCE

- **10%+ reduction** in call volumes and appeal rework
- **20% reduction** in print and postage costs
- **12% reduction** in claim appeals
- **10-20% increase** in wallet share



Real Results

DataOceans Oceanus will quickly transform the online experience for your members. An end-to-end platform, it supports flexible integration with other technologies (payment portal, chat, IVR, call center), reducing the complexity of your infrastructure. A flexible, scalable architecture provides a stable foundation to support future requirements. Our best-practice deployment approach maximizes ROI and increases efficiency, guaranteeing results in months.

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.

PARTNERING WITH DATAOCEANS FOR MEMBER SUCCESS

- Interactive EOBs improve medication adherence; enable 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
- Provides a single claim view



DATA FROM EVERYWHERE, COMMUNICATIONS ANYWHERE