

Introduction

In the era of Consumer Driven Healthcare, communicating in an appropriate, relevant and timely manner with Members and Providers is a key strategic imperative for all Health Plans.

In 2015 Forrester Research revealed that Health Plans are facing various challenges

- ❖ Leveraging modern communication channels: The current use of traditional communication systems limits efficient communication with Members and Providers. Without adoption of new means of communication, Health Plans cannot meet the expectations of both the Members and Providers
- ❖ Language and brand consistency: Health Plans cannot limit their target market to a specific state. If they need to expand, they must consider states' communication styles and use appropriate language and branding elements
- ❖ Establishing proper oversight of communication: The communication process is improperly managed because of fragmented leadership, a lack of clear focus, and an absence of accountability. Without IT intervention, necessary business-driven changes to templates, business rules, workflow, new content, etc., would be impossible

Customer Communication Management (CCM)

The ability to expand enrollments and maintain adequate provider networks is largely dependent on the communication effectiveness of a Health Plan. Gartner defines customer communications management (CCM) in its "Magic Quadrant for CCM Software" as "the strategy to improve the creation, delivery, storage and retrieval of outbound communications, including those for marketing, new product introductions, renewal notifications, claims correspondence and documentation, and bill and payment notifications."

These interactions occur through a widespread range of media and output, including documents, email, Short Message Service (SMS) and Web pages. CCM solutions support these objectives by providing companies with an application to improve outbound communications with their distributors, partners, regulatory bodies and customers.

Customer communications can be divided into three broad categories: structured output that runs in large volume batches; interactive output that marries custom content or data with preset structure; and on-demand output that gets triggered by multichannel request.

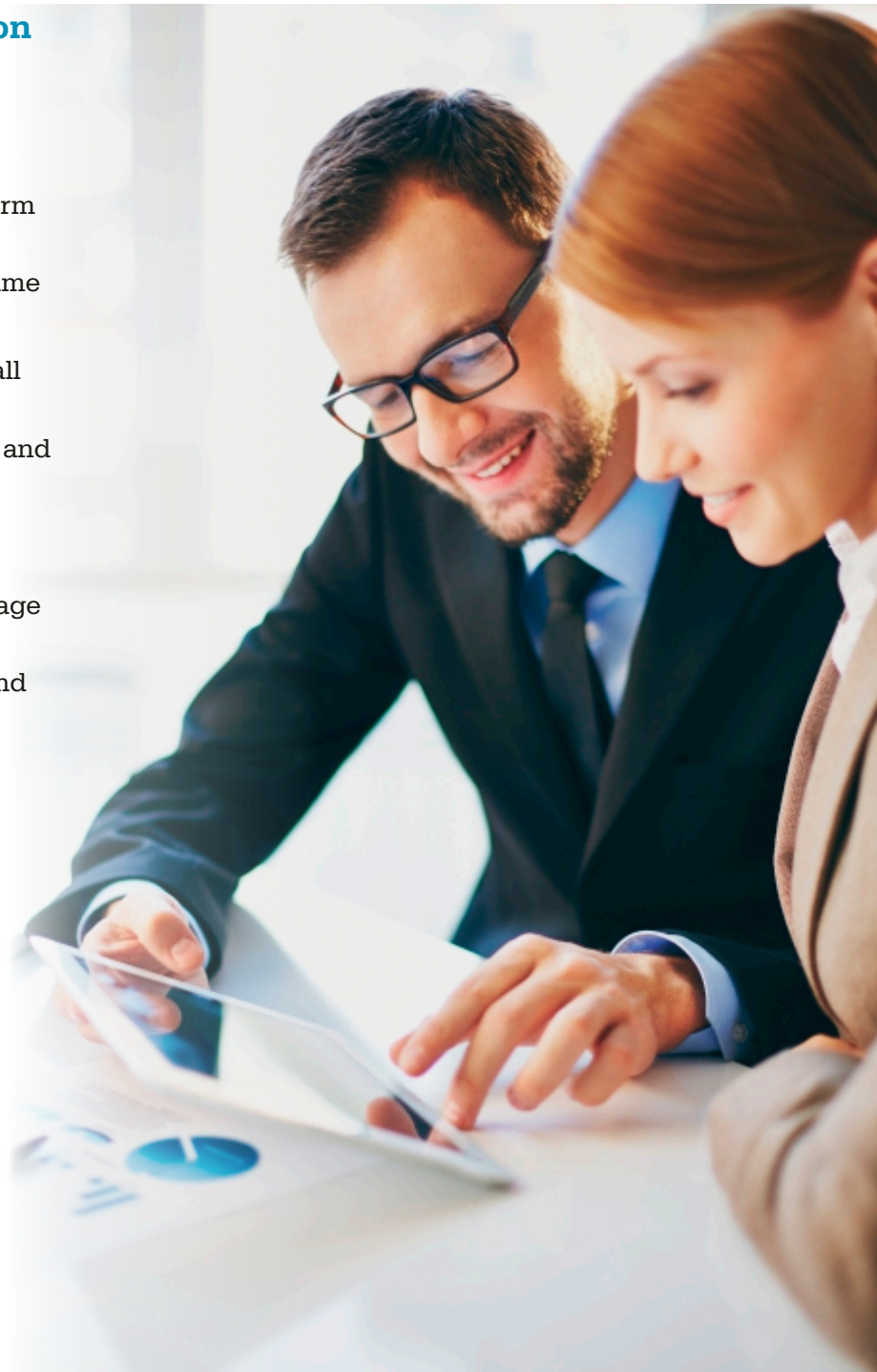


Departments	Structured/ Batch	Interactive	On-Demand
Enrollment	❖ Rejection Letters ❖ Confirmation Letter	❖ Confirmation for Plan Change	❖ Request to Cancel Disenrollment ❖ Receipt of Request to Dis-enroll Letter
Product	❖ Care Plan Letter ❖ ID Cards(Re-issue)	❖ Benefit Explanation Letter	❖ Termination Letter
Customer Service	❖ Final Demand Letter	❖ Patient Discharged on Medication	❖ Welcome Letters ❖ Future Member Handbook
Billing	❖ Billing Statements ❖ Billing Coupons	❖ Premium Upon Reconsideration	❖ Medicaid Termination Letter ❖ Cancellation Notice

Newgen Customer Communication Management System for Health Plans: OmniOMS

OmniOMS is a unified communication platform that helps Health Plans deliver the right message to the right audience at the right time through the right communication channel.

OmniOMS allows business users to access all available information to create timely and targeted communication across both digital and paper channels. It enables Health Plans to engage their Members and Providers across various stages by making each interaction count. It also allows business users to leverage critical information and generate precise communication, which enhances Member and Provider experience.

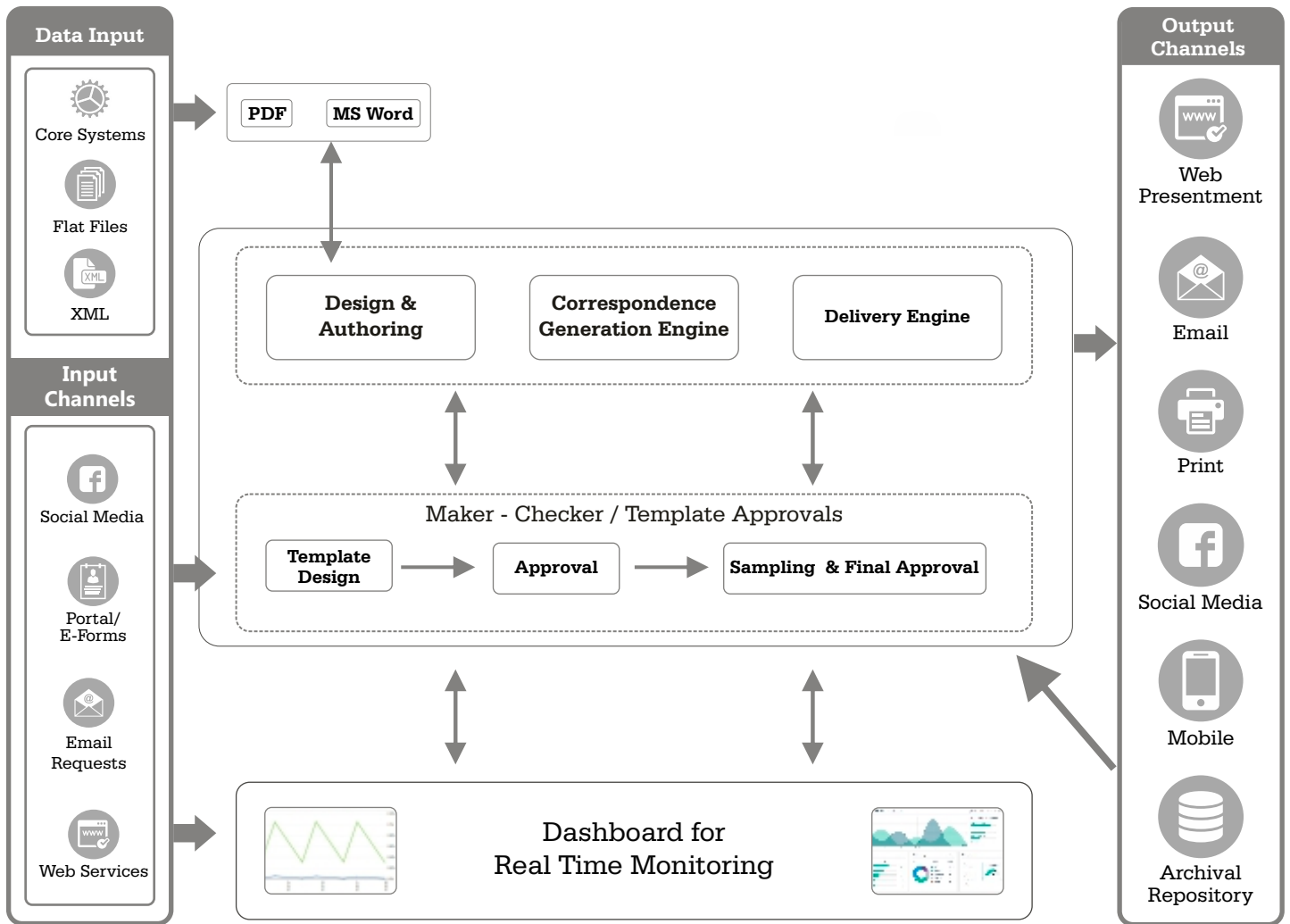


Business Needs

NewgenOmniOMS

<p>Use system that supports multiple data sources</p>	<ul style="list-style-type: none"> ❖ Support multiple database sources through JDBC/ODBC connection ❖ Import data from CSVs, XML, Columnar Delaminated File, etc. ❖ Integrate with third party systems using Web Services / IBM MQ Series / Tuxedo
<p>Use multiple templates for various correspondences such as notice, contracts, demand letters, statements, etc.</p> <p>Apply multiple business rules and company's signature on these communications</p>	<ul style="list-style-type: none"> ❖ Design documents using the Document tool Rule engine to manage effective communications ❖ Maintain consistency of design ❖ Import existing templates in Word or PDF format, reuse templates & styles from Template Library or Font Style Gallery ❖ Allow digital signature on the output communications
<p>Support multiple document output formats with high security</p> <p>Timely communications</p>	<ul style="list-style-type: none"> ❖ Generate ad hoc communication in formats like PDF, HTML etc. ❖ Job-based scheduling for output generation, Batch printing ❖ Generate and distribute password-protected PDFs, reinforced with a configurable password policy
<p>Deliver through multiple communication channels</p>	<ul style="list-style-type: none"> ❖ Distribute correspondences through Web, Email, Print, Fax, SMS, and Social Media ❖ Define email jobs
<p>Track and manage the non receipt of documents sent through e-mail and mail</p>	<ul style="list-style-type: none"> ❖ Track bounced emails and define corrective actions ❖ Notify failed mail communications through emails
<p>Limit business users who can log into the system and validate the process</p>	<ul style="list-style-type: none"> ❖ Inbuilt user Id, password authentication and configuration for each user after inactive sessions or fixed number of incorrect trials ❖ LDAP authentication ❖ Inbuilt two step workflow for necessary approval /rejection decisions
<p>Archive millions of correspondences, support repository systems and comply with HIPAA</p>	<ul style="list-style-type: none"> ❖ Archive statements after distribution ❖ Save and retrieve PDF documents from any repository ❖ HIPAA Compliant
<p>Meet audit requirements by generating reports for all outgoing correspondence and tracking all user activities</p>	<ul style="list-style-type: none"> ❖ Generate reports to track all correspondences through multiple output channels ❖ Generates Audit logs for all the tasks and activities performed by users

Newgen's Architecture CCM Workflow based on OmniOMS



About Newgen

Newgen Software is a leading global provider of Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communication Management (CCM) and Case Management solutions with a global footprint of 1300+ installations in 61+ countries with large, mission critical solutions deployed at the world's leading Banks, Insurance firms, BPO's, Healthcare Organizations, Government, Telecom Companies & Shared Service Centers.

Newgen's Quality Systems are certified against ISO 9001:2008 and Information Security Standard, ISO 27001:2013. Newgen has been assessed at CMMi Level3.

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