BANNER HEALTH ROLLS OUT THE RED CARPET FOR ITS MEMBERS, MAKES MEDICARE ENROLLMENT EASIER WITH NEW PORTAL

BACKGROUND

Headquartered in Phoenix, Arizona, Banner Health is one of the largest nonprofit health care systems in the United States. Banner operates 30 hospitals, including three academic medical centers and related health entities across six states. Its wide portfolio of services includes insurance, ambulatory, acute, post-acute, pharmacy, lab, and telehealth.

CHALLENGE

Banner Health (Banner) manages the health and wellness of over 1 million insured members. As part of a mission to provide holistic, high-quality health care for its patients, Banner has spent the last several years leveraging technology to deliver a highly integrated experience for its users.

In 2017, Banner partnered with Mastek (doing business as MST Solutions), on several industry-leading technology projects which focused on improving its physician hiring process and electronic health record system, along with the development of a PPME (Provider Pre-Employment Made Easier) app.

Recently, a new initiative was launched across the network's insurance division to transform the user experience of its patients, physicians, members, and administrative staff. The challenge was to make the member's journey—from initial contact to post-care—as easy and seamless as a retail buying experience. The decision was made to create a self-service enrollment portal for Medicare plans. Having already leveraged Salesforce for prior

initiatives, Salesforce Industry Cloud was chosen as the perfect platform on which to build their portal. Mastek, an expert in building agile, intelligent, and high-performing health care systems and a long-time partner, was hired to provide strategic direction, expertise, and implementation.

"There's a lot of standardization required with Medicare and Medicaid along with government regulations that drive workflows," said Belinda Russell, Senior IT Product Owner. "Salesforce Industry Cloud met our technical needs and allowed us to create a portal to provide a red carpet experience for our users and members."

SOLUTION/RESULTS

Prioritizing the User Journey

An important part of the member journey is the ability to evaluate data to make informed decisions, such as comparing branded vs. generic drug costs, visibility into insurance premium pricing, and looking up in- or out-of-network providers before choosing a plan and moving into the enrollment phase.

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Banner took time to learn best practices across all industries in order to provide the best user experience possible. With the new portal, prospective members no longer have to leave the platform to search for information as everything is centralized. Similar to the retail consumer concept, members can also "purchase" in the channel that they prefer, whether it's online using Self Enroll , or going through a broker.

On the administration side, the ability to conduct real-time servicing and configure plans is seamless as admins can make adjustments where and when needed. "In the past, our membership was low during lock-in timeframes. After creating the new portal, our membership increased by five times," said Danielle Perry, Director, Medical Sales Operations. "Our visibility is 100% better than before. We can see immediate results because we have a 360-degree view of the user journey. We are notified of any user roadblocks and can quickly remove obstacles from the process."

"Health care impacts all of us, and it's important with any tool to ask ourselves if we would use it and if we would like it," said Amit Khanna, Salesforce's Senior Vice President and General Manager, Health and Life Sciences. "The next step is knowing what you want to achieve, whether it's next year or five years from now. Start with something small to show success because success breeds success. Once you make things better and simpler for your members and patients, it gets into the DNA of a company."

Reducing Waste with Automation and Digitization

Automation and digitization are essential in today's health care environment. The U.S. health care system spends approximately $3.7 trillion in the entire health care economy, out of which around 25% is administrative waste. By leveraging technology to reduce wasted resources, focus can be shifted to driving innovation and improving patient care. The patient portal reduces call center time, which increases productivity and efficiency. Access to care is easier, streamlined, and interconnected, putting more power and information in the hands of patients.

With an estimated 4 million baby boomers entering the Medicare system each year, Banner will be in position to increase enrollments for Medicare plans while delivering an interactive, dynamic experience to beneficiaries. Banner's self-service experience

DIGITAL TRANSFORMATION

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offers multiple channels for patients to enroll while simultaneously lifting burdens from their administrative staff.

As with any technological initiative, safety and compliance are at the foundation of every project that Banner undertakes. System redundancies, rigorous security design assessments, analytics, and cybersecurity ensures that data is safe and secure.

Broker Portal Improves the Member Experience

Banner Health is working on the next phase, which is the design and implementation of a broker portal. In today's siloed health care environment, it can be challenging for brokers to execute simple tasks, such as viewing their book of business. With the new broker portal, a broker can help to service the member, submit an application for a member, view their status, and have line of sight on the progress.

Banner Health consistently lives up to its vision of being "a national leader recognized for clinical excellence and innovation, preferred for a highly coordinated patient experience, and distinguished by the quality of our people."

As the first step in a multiyear transformational initiative, the new self-service portal makes it easier for members to find the best programs to fit their needs, while enriching and empowering each member.

CHALLENGES

- ➤ Inefficiencies and administrative waste
- ➤ Disparate enrollment applications creating a disjointed member experience
- ➤ Lack of visibility into key touchpoints in member journey
- ➤ Health care silos

VALUE CREATED

- ➤ Increased analytics & journey touchpoint visibility
- ➤ Future-proofed, scalable system
- ➤ Real-time reporting
- ➤ Speed to market
- ➤ Red carpet member experience

SOLUTIONS

- ➤ Salesforce Industry Cloud w/ Vlocity
- ➤ Integration w/ CRM & third party applications

ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website **www.mastek.com**

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