

Deliver Positive Digital
Payment Experiences

Build Brand Loyalty to
Retain Members



payspan[®]
part of Zelis.



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Consumer Buying Habits Have Forever Changed



From the outset of the COVID-19 pandemic, consumers have relied more than ever on Internet-connected technologies and services.¹ Over 55% of US consumers prefer to shop online—a 10% increase from 2020—with many showing an increasing reliance on smartphones for shopping and making payments.²

Consumers want that convenience in their healthcare payments, too. They want seamless, hassle-free payments at their fingertips. As a result, without drastic changes to meet these demands, health plans risk losing loyal members, increasing costs and lowering value.

While some health plans have adopted new payment technologies, the majority have yet to embrace the latest solutions that offer a positive payment experience. Like all industries, healthcare is forever changed in a new digital era—bringing a major opportunity for those who recognize it.

“There are times when there is a major disruption that suddenly implies what worked so far is not going to work anymore and you need a new playbook.”

**Retsef Levi, Professor of Operations Management
at the MIT Sloan School of Management**

1. https://datareportal.com/reports/digital-2022-global-overview-report?utm_source=Global_Digital_Reports&utm_medium=Article&utm_campaign=Digital_2022
2. <https://www.raydiant.com/blog/state-of-consumer-behavior-2022/>

An Opportunity Emerges as Consumer Satisfaction Takes Center Stage

Consumer satisfaction decides whether health plans retain members or fall to the wayside. Today's consumers are increasingly dissatisfied with how they find and access care and insurance information, especially young adults.³ They don't want to wait or jump through hoops to make payments. They want to be in charge of their healthcare, online and digitally.

Faster, easier access to information via seamless digital experiences is the key. By empowering members with those personalized digital experiences, health plans have a golden opportunity to improve member enrollment, satisfaction and retention.

But technology never sleeps. If health plans want to be competitive, now is the time to build those newer and better payment choices rather than fall behind in the race to attract new members.

“The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.”

Peter F. Drucker

3. <https://www.businesswire.com/news/home/20220720005045/en/Consumers-Want-Better-Digital-Tools-for-Finding-Health-Care-Survey>





42%

of surveyed health plan members preferred digital self-service options



93%

of payers that implemented digital member experiences saw significant increases in enrollment



3 in 4

payers saw decreased member turnover

4. <https://healthpayerintelligence.com/news/digital-member-experience-services-may-boost-plan-satisfaction>

Using Premium Payments to Create Positive Experiences

Just as Amazon started with a simple online payment process and expanded its options over time, health plans will need to innovate with additional payment-related features if they want to drive customer retention.

Implementing an online premium payments capacity is just the beginning. Providing a way for members to pay online is a step toward satisfying the consumer demand for digital payment options, but much more must be done to create a positive payment experience.

Payspan is prepared for the future of healthcare. We have created a flexible, user-friendly payment function that delights members and opens the door for health plans to build positive relationships with members beyond payments.



Extending Positive Payment Experiences to a Broader Population

To build long-term relationships with members, health plans must create positive payment experiences for everyone. Plans must be prepared to cater to sub-populations with special needs. Offering targeted services to these groups improves retention and ensures a positive experience for every member.

- Nearly a quarter of Americans do not have Internet access at home.⁵ This population consists mostly of socioeconomically disadvantaged, elderly, less educated or rural people, who may be more likely to pay if offered phone payment options using an IVR system.
- Over 20% of Americans speak a language other than English at home.⁶ Over 20% of a health plan's population may need multilingual payment options to pay consistently and on time.
- Almost a third of couples have separate health insurance.⁷ These members appreciate having convenient tools that let them update their information and adjust their premiums on their own without having to call the health plan or deal with paperwork.

Payspan has integrated these services into the payment function to ensure that health plans are engaging broader, more diverse and complex populations in the payment process. Our tailored process improves member satisfaction and ensures members receive a convenient, personalized touch in their payments.

“Humans care about the entire experience, not just the marketing or sales or service. To really win in the modern age, you must solve for humans.”

Dharmesh Shah, CTO & Co-Founder, HubSpot

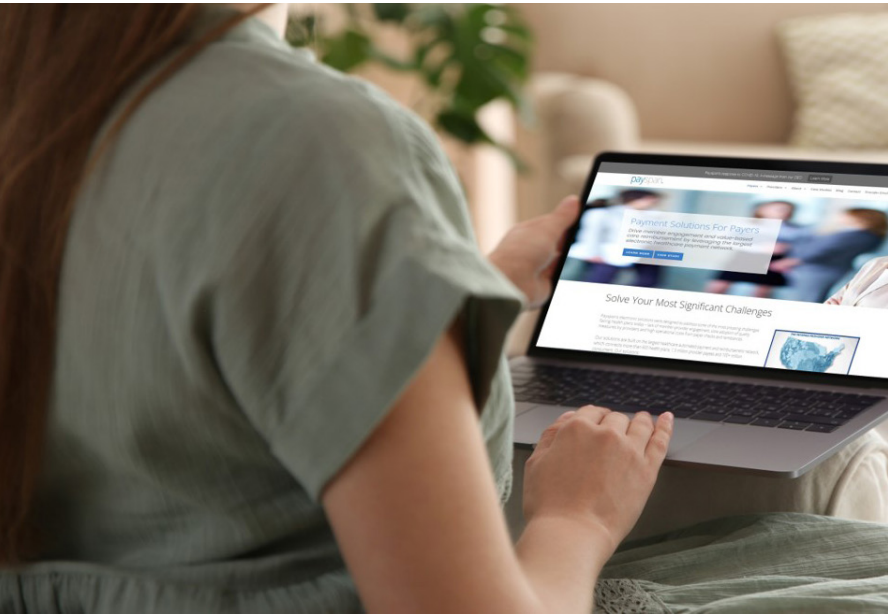


5. <https://www.reviews.org/internet-service/how-many-us-households-are-without-internet-connection/>

6. <https://www.census.gov/quickfacts/fact/table/US#>

7. <https://www.cnbc.com/2019/11/08/29-percent-of-couples-have-separate-health-insurance.html>

Building Lasting Relationships With Positive Payment Experiences



“Think of digital transformation less as a technology project to be finished than as a state of perpetual agility, always ready to evolve for whatever customers want next, and you’ll be pointed down the right path.”

Amit Zavery, VP and Head of Platform, Google Cloud

Now that health plans must compete for members by boosting star ratings, HEDIS and member satisfaction scores, they will need to model companies like Amazon that take on the challenge of finding new and better ways to impress and keep their customers happy.

Payspan’s unique approach helps health plans leverage the positive payment experience to communicate about additional financial initiatives. That information is delivered to the members’ profile, where it can be stored and accessed by members as needed.

Members effortlessly navigate from the health plan member portal to the white-label payment portal via a single sign-on process. There, they can review and pay health insurance premiums and access other healthcare financial information, such as:

- Electronic EOBs
- Member responsibility payment information
- Incentives earned by wellness activities
- Invoice and transactional history

The payment experience plays a powerful role in whether a consumer bonds with a brand. Positive, personalized experiences can make all the difference in building member relationships that last. Those relationships are the basis of continued performance and success for today’s health plans.

Members Aren't Just "Members" Anymore

Health plan members are not just members anymore. They are empowered consumers whose dissatisfaction can take down businesses, even huge ones. The member experience exerts significant influence on health plan star ratings. That's not to mention the impact of social media, word of mouth, or member relationships with their plan.

All companies are susceptible to universal truths about consumer service and the payments experience. It is up to each health plan to decide what path they will take. Their choice will determine whether their members become serial switchers or brand loyalists.

Offering innovative, hassle-free payment experiences is one proven way to build that member satisfaction and loyalty into the future. As the pioneer in healthcare payment reimbursement solutions, Payspan can help.

Improve your health plan's member engagement, satisfaction and brand loyalty while increasing premium payment collections.



Learn more about Payspan's Premium
Payments/Member Engagement Solution.
Call 844-400-4043
Email salesteam@payspan.com
Visit www.payspan.com/premium-payments/



Our robust premium payment solution offers:

- Flexible online payments via ACH, credit and debit, single payments and autopay
- Multilingual online and IVR capabilities
- Management of premium payments for split households
- Help understanding payment responsibility
- An easy, white-label solution that represents your brand
- Online access to payment and transaction history
- Single sign-on access from the health plan's member portal
- Financial reconciliation reporting
- Differentiated business rules for binder and premium payments
- Excellent support website for health plan member services staff
- ANSI 820s for posting of settled transactions

The Payspan approach leverages the payments function as the gateway to brand loyalty, which could never be achieved without a positive payment experience.

About Payspan

Payspan, now part of Zelis, is the nation's leading provider of healthcare reimbursement and payment automation services, leveraging the largest healthcare network in the United States to drive value-based care reimbursement, improve the patient experience and reduce costs for payers and providers. Payspan connects more than 600 health plans, 1.3 million provider payees and 100+ million consumers to facilitate alternative payment and reimbursement solutions and the exchange of meaningful healthcare information.

www.payspan.com

Resources

1. Datareportal, "[Digital 2022: Global Overview Report](#)," 2022
2. Raydiant, "[State of Consumer Behavior 2022](#)," 2022
3. Business Wire, "[Consumers Want Better Digital Tools for Finding Health Care: Survey](#)," July 2022
4. Health Payer Intelligence, "[Digital Member Experience Services May Boost Plan Satisfaction](#)," September 2021
5. Reviews.org, "[Nearly 1 in 4 Households Don't Have Internet—and a Quarter Million Still Use Dial-Up](#)," August 2021
6. Census.gov, "[Population Estimates, July 1, 2021](#)"
7. CNBC.com, "[29 Percent of Couples Have Separate Health Insurance - And They May be Onto Something](#)," November 2019