

Member Connect Deloitte Digital Healthcare Solution

Market forces and new entrants are challenging Health Plans to improve how they attract, acquire, serve and engage customers. Increasing expectations require plans to utilize new tools, technologies and approaches to provide an excellent customer experience. Member Connect is a solution, drawing from Deloitte's deep sector knowledge and experience, that is designed to *provide the foundation for accelerating health plans customer engagement capabilities.*

ATTRACT

Send targeted marketing messages using traditional and social media channels to capture leads and track campaign ROI



ACQUIRE

Guide shoppers through a personalized sales process by reusing information in all interactions regardless of channel



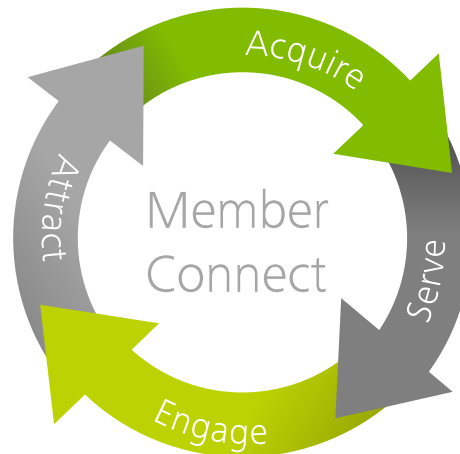
ENGAGE

Maintain member loyalty and brand awareness with the help of surveys, health & wellness programs and renewal reminders



SERVE

Utilize a 360 degree view of the customer to provide omni-channel support and identify cross-sell/upsell opportunities



Member Connect is an engagement solution built on the Salesforce platform and extended based on industry leading practices designed to increase retention rates, reduce operational costs and improve net promoter scores.

Member Connect Benefits



Cloud Enabled

A highly scalable and efficient service and sales cloud solution – with no hardware or software to manage.



Integrated Practices

Our knowledge, plus lessons learned, based on years of deep sector experience in enterprise healthcare.



Integrated Technologies

A more efficient and nimble technology integration, with platform consistency across all systems.



Operating Cost

A lower cost of operations with technology-enabled business processes that improve functionality.



Streamlined Communications

An improved member experience via multi-channel communication with one-view agent access.



Increased Engagement

Incentivizing, loyalty-driving member connections to wearable devices, apps, self-service tools, remote care, and other devices.

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About Deloitte Digital

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