

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



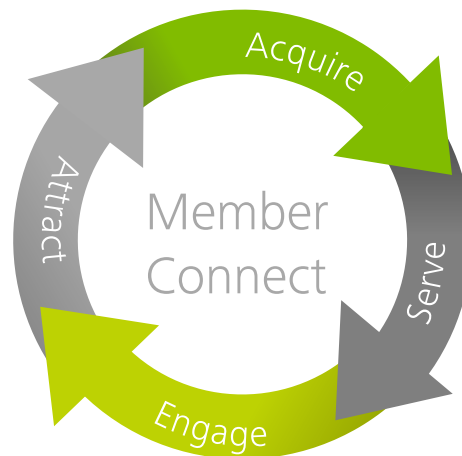
ENGAGE

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 developed using industry leading practices designed to increase retention rates, reduce operational costs and improve net promoter scores. MuleSoft provides the API connectivity architected as part of Member Connect which enables the solution to connect and seamlessly exchange data with other systems.



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.

To learn more, please contact a member of the solution team or visit www.deloitte.com/us/mulesoft.

Quinn Solomon
Deloitte Digital Principal
qsolomon@deloitte.com

Kim Peterson
Deloitte Digital Director
kimpeterson8@deloitte.com

Hank Yang
Deloitte Digital Senior Manager
hanyang@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP.

Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2017 Deloitte Development LLC. All rights reserved.