RingCentral

5 steps to consumer centricity for healthcare payers

Healthcare consumerization, the trend of consumers taking control of their healthcare and wellness, has a substantial impact on healthcare payers. If payers want to retain members, they must offer a better member experience to consumers, who now understand that they have more choices to consider in payer organizations.

RingCentral has compiled a guide to the steps you need to take to create a consumer-centric member experience that retains members.

STEP 1:
Assess your current member experience

To make your member experience more consumer-centric, assess your current member experience level. How easy is it to connect with an agent in your contact center? Can that agent quickly connect a member to someone who can help her? Moreover, which technologies (if any) are you using to make the member experience better?

By understanding what gaps exist in your member experience, you can figure out how best to improve it.

STEP 2:
Find the right technology

Today's healthcare plan members expect to use technology to connect with their payer organizations. For example, between 2016 and 2018, the number of members who wanted to pay their health insurance bills online rose from 32 percent to 46 percent.

A unified communications platform is an important tool in your member experience arsenal. It allows members to connect with you through telephony, video conferencing, and chat. There are also self-service options, so members can find information on their own. Moreover, a unified communications platform helps employees at the payer organization collaborate better because it breaks down silos so colleagues can share information across departments.

STEP 3:
Put the right technology in place, and educate members

Once the technology is in place, let your members know. If you don't publicize your new member experience capabilities, no one will use them. Launch a campaign to let members know that they can connect with you in new ways that will boost their experience with your organization.

STEP 4:
Continue to evaluate your member experience

A positive member experience isn't a one-step process; it calls for continuous improvement. You can't afford to rest on your laurels.

You have to evaluate the member experience and the performance of the unified communications platform at regular intervals to see what's going right and what can be improved.

STEP 5:
Act on what your evaluations reveal

The final step to improved member experience is to act on the insights you unearth during your regular evaluations of the member experience. When an evaluation reveals an area of strength, analyze how you can apply the lessons learned to weaker areas. When the evaluation highlights areas of weakness, take immediate action to address the issue and improve where possible.

RingCentral: Improving the member experience

RingCentral's market-leading healthcare communications platform improves the member experience by giving members flexible ways to communicate with payers and by boosting internal collaboration at payer organizations.
To learn more, request a demo.

Put connection at the center of care

Deliver better patient and member experiences via your telehealth program and bring down costs with modern and secure cloud communications.

RingCentral is where communication meets innovation. We provide a robust, secure and global cloud communications platform with messaging, video and phone. We help healthcare organizations everyday improve collaboration and productivity and ultimately drive better patient outcomes.

Visit us at **ringcentral.com/healthcare** or call **833-907-3437.**

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