

## INDUSTRY BRIEF

# CLARABRIDGE FOR HEALTH INSURANCE

## WHAT IS CLARABRIDGE FOR HEALTH INSURANCE?

Clarabridge helps health insurance companies listen to and interpret member feedback across interaction channels, understand key drivers of satisfaction across customer segments, benchmark against competitors and act to transform the member experience.

Whether researching plans or leveraging a service, members are forming opinions and offering feedback that health insurance companies need to consider when making strategic decisions. Clarabridge provides these companies with a way to comprehensively analyze brand perception, member experience feedback and complaints data to prioritize member care while simultaneously creating high business value.

## Customer Use Cases

### Member Experience

- ✓ Organize member information such as demographic attributes and product purchases
- ✓ Gain insight into pain points and member dissatisfaction across channels
- ✓ Track drivers of contact at every point in the member experience journey

### Provider Experience

- ✓ Conduct repeat-patient analysis including physician-patient segment comparison
- ✓ Complete member journey maps including logistics, processes and personnel
- ✓ Execute segmentation analysis to understand sentiment across groups including family practices and specialists

### Facility Experience

- ✓ Analyze sentiment by facility
- ✓ Discover insights into processes to understand bottlenecks and drivers of negative experiences
- ✓ Benchmark processes to increase satisfaction and promoter scores

### Digital and Self-Service Opportunities

- ✓ Map website journey experience including ease of logging into the site
- ✓ Track channel switching and corresponding interaction
- ✓ Improve the digital self-service experience
- ✓ Enhance interactive voice response (IVR) experience

### Satisfaction Score Prediction and Driver Analysis

- ✓ FCR scores via both FCR and non-FCR sources
- ✓ NPS scores via both NPS and non-NPS sources
- ✓ CAHPS rating for hospitals (HCAHPS)
- ✓ CAHPS rating for providers (CG CAHPS)
- ✓ STARS rating

### Member Effort Measurement

- ✓ Investigate call and interaction drivers as well as process flow
- ✓ Evaluate call interaction experience, member emotion and agent empathy
- ✓ Promote self-service and opportunities down to channel

### Agent Monitoring & Compliance

- ✓ Oversee agent assignment, greetings, interactions, call characteristics and duration
- ✓ Check agent disposition including accuracy of disposition codes
- ✓ Encourage agent compliance with mandated scripts and best practices

### Cost Reduction and Call Avoidance

- ✓ Determine conversation drivers and opportunities for call avoidance
- ✓ Identify call conversation topics including single topics
- ✓ Apply topic analysis to understand call transfers including member emotion

### Churn and Risk Analysis

- ✓ Understand and predict drivers of churn
- ✓ Analyze outreach to churn risk

Clarabridge is HIPAA-compliant and protects member data and confidentiality.

# VALUE OF THE CLARABRIDGE SOLUTION

Clarabridge helps health insurance companies identify and address issues affecting customer satisfaction, effort, emotion, and intent by analyzing feedback across multiple communication channels. Clarabridge builds relationships between health insurance companies and members to influence member care decisions, whether helping them to select a plan and care facility or enabling them to maximize their healthcare dollars.

Furthermore, health insurance companies can lower administrative costs by identifying friction points across the customer journey and designing self-service options for members to resolve routine tasks and find information about plan terms or claims status without calling the service center. Clarabridge also helps health insurance companies:



**Improve key customer experience metrics** that influence STAR ratings. Achieve better results in CAHPS, NPS and other consumer satisfaction surveys. Reduce complaints and grievances



**Reduce administrative costs** by identifying and fixing the root causes of expensive call center interactions through better self-service options



**Optimize cost-of-care** by evaluating friction points across the customer journey and taking steps to ensure that patients are empowered to make decisions that follow plan requirements



**Maximize the financial outcome of CX investments** by balancing cost and feasibility against customer expectations and competitor benchmarks



**Ensure compliance and reduce risk** by accessing and analyzing complete member conversations

## ▶ TOP INSURERS USE CLARABRIDGE

