

# Clarabridge for Health Insurance



A shift toward consumerism and value-based care shows that health insurance customers desire increased transparency and information about their healthcare. Insurers are facing pressure to adapt to these changing expectations and must develop new ways to educate, engage and support customers who are taking ownership of their options.

These trends place new emphasis on the importance of analyzing member feedback and interaction data. Organizations that succeed in creating a frictionless, end-to-end experience can increase member satisfaction, boost CAHPS scores, earn customer loyalty and mitigate the risk of disruption.

## Clarabridge Creates Value Across Business Initiatives

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**Make Decisions Based on Accurate Insights:** Clarabridge offers a fully integrated, omnichannel analytics solution that provides users with a single aggregated view of member interactions. Analyze data from member calls, provider calls, emails, chat, complaints, surveys, digital forums, social media, blogs, ratings and reviews and more.
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**Boost Member Satisfaction:** By measuring customer sentiment, effort and emotion, insurers will gain more insight into the member experience. This knowledge facilitates the development of the educational materials, engagement opportunities, and resources that will be most effective in creating high member satisfaction, earning loyalty and improving CAHPS results.
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**Quantify Risk:** Identify the factors that substantiate a population's health and quantify risk as a baseline that will determine projected costs of care and payment for programs like Medicare Advantage.
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**Gain Leverage in Provider Negotiations:** Learn how customers really feel about elements such as pricing, services covered, and network size and prioritize items that will have the greatest impact on retention. Collect evidence that members hold a certain attitude toward a service or provider, and enable more favorable negotiated rates.
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**Maintain Compliance:** Monitor interactions across channels to maintain regulatory compliance. Track emerging trends and alert key stakeholders to take action. Identify pain points and analyze complaints to get ahead of issues that may affect CAHPS scores in the future.
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**Fuel Growth of Group & Employer Plans:** Effectively communicate with employers by showing prospective corporate partners how a plan supports a value-based approach to member care. Demonstrate dedication to a system that accurately tracks patient outcomes, incentivizes quality of care, and supports member education and empowerment.
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**Improve Profit Margins:** Contact centers are expensive. By deflecting contact center volume, improving agent efficiency, and optimizing team performance, health insurance companies can dramatically reduce costs.



## The Clarabridge Difference

The world's leading health insurance companies have chosen Clarabridge because of its unmatched ability to provide value in the areas that matter most.

### 1. Omnichannel Data Integration

Clarabridge analyzes a variety of structured and unstructured data sources to provide accurate, omnichannel insights. The platform integrates all findings into a single view of the data, providing a more accurate view of insights and enabling stakeholders to confidently make decisions.

### 2. Natural Language Understanding

The Clarabridge Natural Language Processing (NLP) engine uses a combination of rules-based and machine learning algorithms to derive attributes such as sentiment, effort and emotion. Clarabridge uses hierarchical category models to organize insights based on member and provider journeys, CAHPS, CMS complaints, condition type, pharmacy experience, facility experience, contact center call reason and more. Clarabridge is also tuned to recognize drug names, procedures, coverage and other industry terminology so customers can immediately begin finding insights.

### 3. Business Insights

Clarabridge offers a highly granular analysis of issues that helps uncover the root cause of problems, answer ad hoc questions and organize information into custom groupings. Clarabridge also offers industry tailored out-of-the-box dashboard templates. Furthermore, custom industry tuning provides accurate, relevant insights.

### 4. Conversation Analytics

Clarabridge visually displays agent and member interactions, showing sentiment and other key attributes that impact quality, such as silence, over-talk, and emotions.

### 5. Emphasis on Operationalization

Clarabridge helps companies close the loop on CX issues both internally and externally. Within an organization, users are able to monitor issues as they arise and easily share insights with the relevant department, thereby ensuring that stakeholders are aware of any problems and able to take the appropriate action, ultimately creating a cycle of continuous improvement.



## Actionable Insights from Every Customer Interaction, in One Platform

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Your Account Team Today.

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