

Provider Engagement Optimization Services

## Driving Provider Portal Adoption & Utilization

Encouraging physician offices and other provider facilities to use the Healthx Provider Portal can be an investment with significant returns. All too often, administrative staff get stuck on the phone with health plan provider service representatives checking eligibility and coverage.

They may not know that the same data are instantly accessible on the Healthx Provider Portal. Digital access saves time and money, and is available 24/7.



### Designing a Provider Engagement Strategy

In developing a strategy for provider adoption and utilization, Healthx works with customers to build tailored solutions designed to achieve specific business objectives.

Most provider offices would far prefer to retrieve information online rather than sit on the phone waiting for patient eligibility and coverage data. ***Using the secure web-based portal is easier for providers and produces administrative cost savings.***

If you are not sure exactly how to encourage and increase usage of your provider portal, Healthx’s engagement strategy services help customers create an overall engagement strategy, communications plan and tactical execution of that plan. You’ll save time and money, and your providers will too.

### Provider Engagement Optimization Services – Three Levels

Level I	<b>Provider Engagement Initiation Kit</b> Self Service Tactical Resources	Standard	Convenient package of marketing templates designed to help initiate adoption and utilization. Included as a standard feature of the Healthx Provider Portal.
Level II	<b>Engagement Strategy Consulting</b> Launch and Rollout Strategies	Strategic	Our consulting service to prepare strategic and tactical approaches to drive provider adoption and utilization.
Level III	<b>Collaborative Engagement Partnership</b> Ongoing Support	Strategic and Tactical	On-going support designed to achieve business objectives and ROI goals.

### Solution Overview

Designing an effective digital engagement approach requires experience in understanding provider insights, marketing strategy and communications planning. Our engagement team has had extensive involvement and expertise in these areas. The Provider Engagement Optimization Services are scalable to meet each customer's goals and commitment to maximize provider engagement.

#### Level I – Provider Engagement Initiation Kit

As a basic offering that is included in the provider portal implementation package, Healthx provides this self-service Provider Engagement Initiation Kit, designed to help customers get started in promoting adoption and utilization. Included are the following:

- Engagement Planning Grid and Timeline
- Provider Engagement Best Practice Guide
- Array of Tactical Elements, with Communications Templates for each

#### Level II – Engagement Strategy Consulting

This premium offering incorporates engagement strategy development and tactical planning consulting that will prepare customers to launch your own branded portal on the Healthx platform. Deliverables include a strategic and tactical roadmap that supports implementation of improved messaging, leveraging touch points and other contact opportunities.

#### Level III – Collaborative Engagement Partnership

In our on-going service offering, we go beyond Level II design and deliver ongoing support for provider engagement initiatives, with emphasis on metrics and achievement of business objectives. Monthly update meetings and quarterly planning sessions with relevant stakeholders allow for in-depth metrics review and appropriate strategic and tactical refinements to ensure engagement optimization and demonstration of ROI.

### Best Practices

#### Driving adoption and utilization:

- Make provider account creation easy
- Utilize incentives where appropriate
- Drive self-service and make it the "default option"
- Deliver value that is meaningful and worthwhile for the provider

#### Leads to:

- Fewer incoming phone calls
- Reduced administrative and operational costs
- Improved quality of provider services
- Increased provider satisfaction

**Contact us to learn more about Healthx Provider Engagement Optimization Services 877.492.3633**

Healthx provides the healthcare industry's leading digital engagement platform connecting our payer customers to their consumer, provider, employer and broker constituents. As an innovator in cloud-based technology, Healthx supports over 170 payers representing 16 million members and 600,000 providers. Led by healthcare and technology experts passionate about delivering engagement solutions that drive outcomes, we help our customers achieve their business objectives through online portal and mobile app utilization with measurable ROI.

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