



Seamlessly Update your Compliant Member Communications with Healthcare Connect



UNDERSTANDING THE LANDSCAPE

Provider directory inaccuracies, such as incorrect phone numbers, addresses or in the worst case scenario, accidentally listing out-of-network providers, can cause problems for members and health plans alike.

In 2016, CMS finalized their 2017 Benefit & Payment Parameters Rule, which established new requirements tied to provider directories and network adequacy. With this new regulation in place, health plans are now even more at risk for non-compliance if they do not update, correct or augment their directories in-line with the CMS timelines and requirements.

Data inaccuracies and network inadequacy can lead to member complaints, resulting in CMS sanctions and fines, as well as a lower star rating and loss of federal funding.

But the question still remains. How can health plans manage the laborious process of updating and disseminating their provider directories, while managing sensitive claims data for members?

Introducing Healthcare Connect – Powered by Novitex.

In an era of intelligent automation, many health plans still rely on manual, error-prone workflows for developing, auditing and sending member communications – using, on average, six separate systems to manage their communications.

With Healthcare Connect, health plans can seamlessly create personalized experiences from one custom dashboard.

HOW IT WORKS

Healthcare Connect allows you to implement custom business rules throughout your communications that adhere to specific industry and brand regulations, as well as brand guidelines. This aids in the creation of compliant document templates that possess locked content zones, that cannot be edited without the proper permissions, for the easy creation of personalized member communications. The personalization of these specific communications is facilitated through custom data and preferences uploaded by each individual client.

Healthcare Connect can also automate the approval chain, granting admin users full visibility into the workflow of the communication piece – documenting new edits or accepted changes, in addition to detailing who made each change.

By incorporating this full chain-of-custody into their workflows, health plans can gain complete insight into their member communications as well as access to well-documented records supporting their auditing and self-reporting needs.

GEOCODING TECHNOLOGY

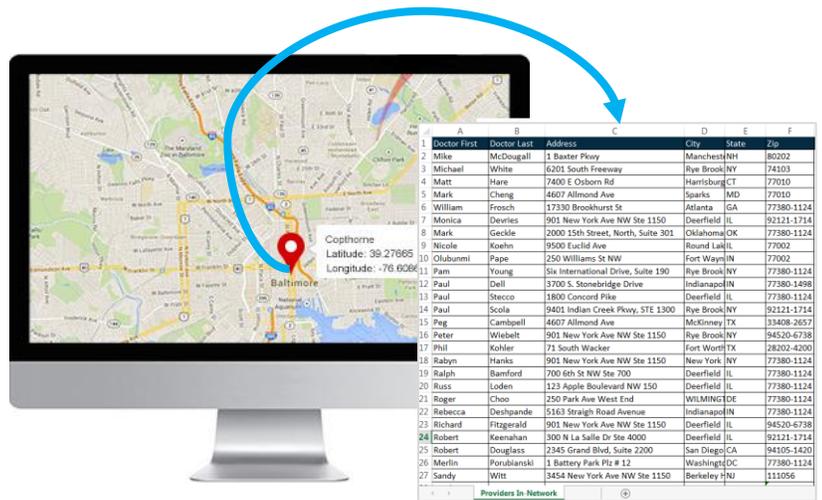
Healthcare Connect's built-in **Geocoding Technology** aids in addressing CMS' most recent parameters rule – enabling clients to migrate away from manual directory updates over to a sustainable, automated method, assisting in the creation of personalized, more effective directory outputs for members.

Geocoding can also enable you to achieve stronger star ratings due to increased member satisfaction resulting from your directory's ease of use. This positive word-of-mouth and improved credibility can all lead to higher revenues for your organization.

PRINT ON-DEMAND

While the most common way health plans disseminate their directories to members is through an online portal or as an attachment to an email, federal healthcare requirements mandate that these documents be made available in other formats, including in print. These printed versions of the documents often cause issues for health plans. Directories regularly run into the hundreds-of-pages range, and printing new versions to correspond with every update can be incredibly cost-prohibitive.

Novitex's Print On-demand is a cost effective solution to producing these member documents. We can provide the affordable print, and quick turn-around times that health plans need to keep their printed provider directories up-to-date at all times. Novitex even utilizes secure cloud storage to keep client documents in a single, easy-to-access cloud-based communication solution connected to our state-of-the-art, HIPAA compliant digital document processing MegaCenters. From document creation to kitting and fulfillment, Novitex can help!



CHALLENGES ADDRESSED

- Inability to streamline provider directory edits
- Difficulty keeping up with CMS regulatory compliance requirements and monthly audit requests
- Slow processing times, making it difficult to adhere to compliance regulations and deadlines
- Lost real estate due to storage of unused, printed inventory
- Limited visibility into, and management of document versions and content edits
- Inadequate auditing and tracking capabilities, increasing the risk of non-compliance

BENEFITS

- Integrated Geocoding Technology utilizes member zip codes to guide provider selection
- Provider data is refreshed monthly, improving overall directory accuracy
- Eliminate the problem of over ordering and having to warehouse old directories with Print On-demand
- Reduced postage expenses
- Healthcare Connect is customizable to mirror your organization's business rules and member data preferences to maintain brand integrity
- Automated retrieval of CMS requested data for mandatory and self-audits