



Powering Growth Through Digital Engagement
Christine Tremblay

DIGITAL ENGAGEMENT TOOLS: THE BENEFITS

- Differentiate from the competition
- Expand and retain your base: group and direct-to-consumer
- Improve satisfaction through self-service
- Digitize start to finish:
 - zero touch for admin tasks = lower costs

85%

CUSTOMER SERVICE INTERACTIONS WILL START WITH SELF-SERVICE BY 2022
Source: Gartner

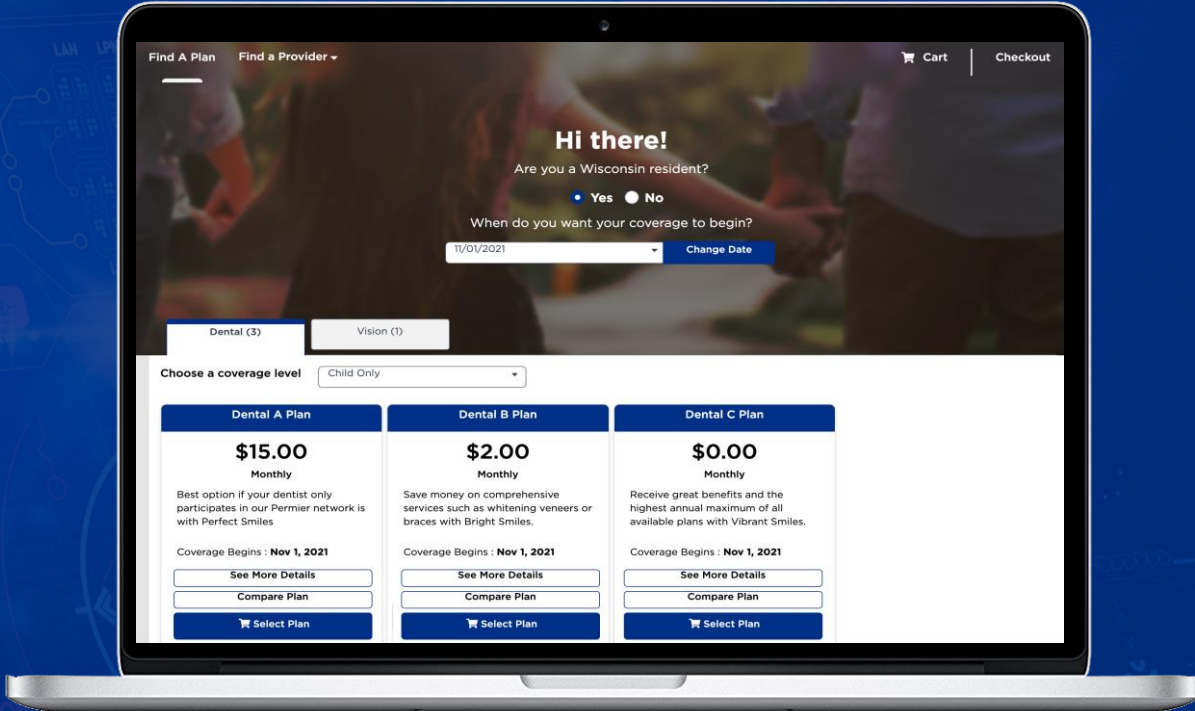
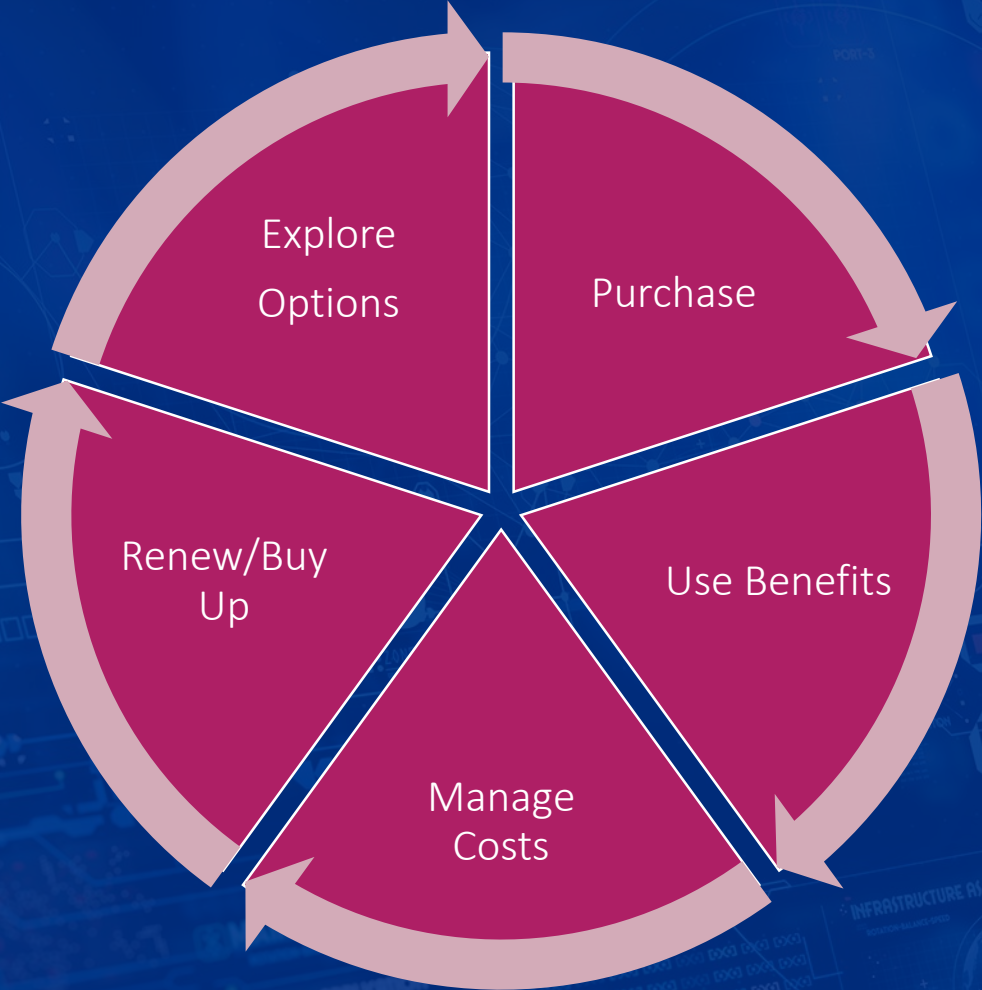
88%

OF CUSTOMERS EXPECT COMPANIES TO HAVE AN ONLINE SELF-SERVICE PORTAL
Source: Statista

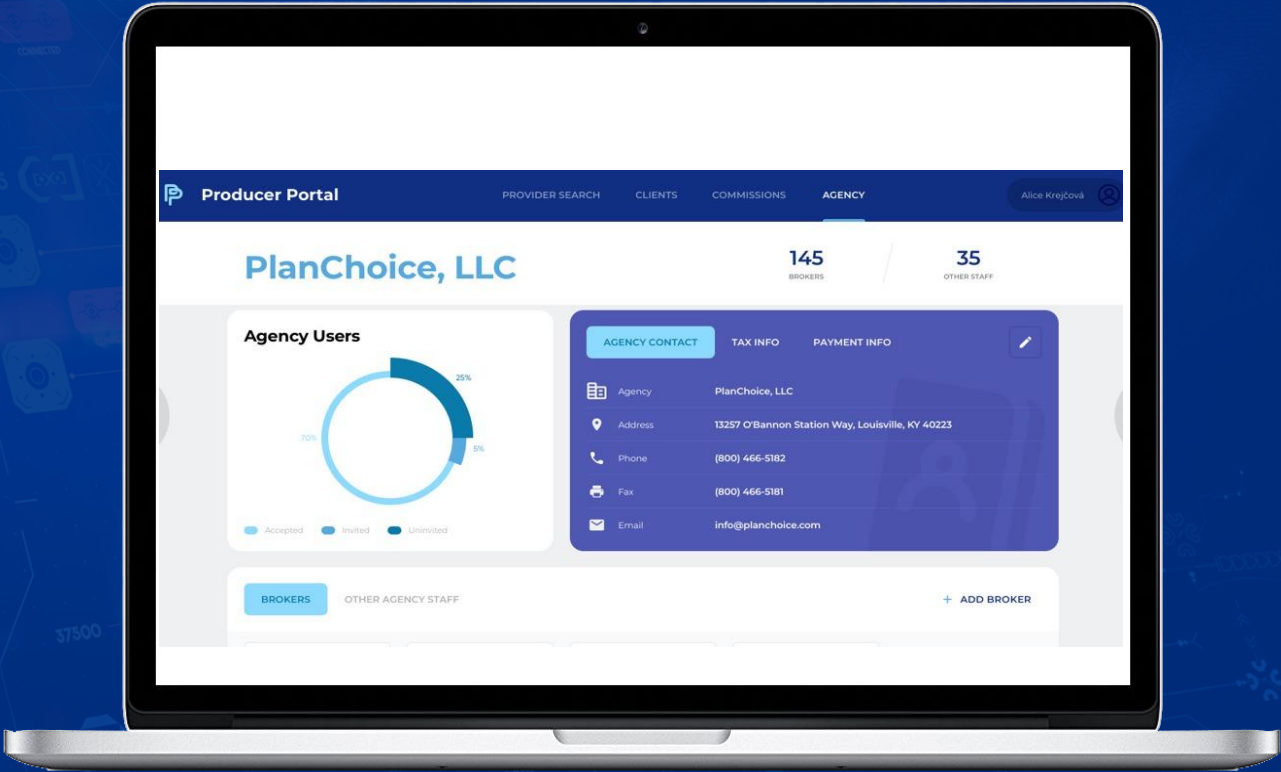
57%

OF CUSTOMERS ACROSS ALL AGE GROUPS PREFER TO ENGAGE THROUGH DIGITAL CHANNELS
Source: Salesforce

DIRECT- TO- CONSUMER EXPERIENCES



BROKER SELF-SERVICE EXPERIENCE



PROVIDER HUB EXPERIENCE

Benefits for Providers:

- Do business with many payers with a single log-in
- Manage revenue cycle with real-time claims and authorizations
- Detailed eligibility checking and treatment plan estimates

Benefits for Payers:

- Personalized messaging
- Branded community
- Reduction in call center inquiries
- Virtual credentialing & vetted directories



ONE-AND-DONE PROVIDER DIRECTORY INFORMATION

EFFICIENTLY ENSURE YOUR INSURERS HAVE ACCURATE AND CONSISTENT PRACTICE INFORMATION.

The Dental Hub is a centralized source of provider data that lets dental practices be the source of truth. Dental practices can enter dentist, location and business contact data just once and make the information available to all participating insurers. You no longer need to update multiple insurers every time you add a provider or change your data.



FIND AND ENTER INTO CONTRACTS IN A FEW CLICKS

GROW YOUR BUSINESS WITH FASTER AND MORE EFFICIENT CONTRACTING.

The Dental Hub allows dental practices to stay current on new business opportunities and scale up quickly with simple digital contracting. Join new networks with just a few clicks of the button.



COMPLETE CREDENTIALING IN SECONDS

ONBOARD FASTER AND SEE PATIENTS SOONER.

With the Dental Hub's digital, automated process, dental practices can onboard in as little as 30 seconds instead of 30 days, reducing administrative work and costs. Dental practices gain immediate access to the Dental Hub's administrative tools and can start seeing patients sooner.



IMPROVE REVENUE CYCLE MANAGEMENT WITH INSTANT EOBs

REQUEST INSTANT EOBs AND COLLECT PAYMENT DURING PATIENT VISITS.

With the Dental Hub, dental practices can submit claims for real-time processing, which returns patient responsibility information that is patient-specific and fully adjudicated (not estimated). Instant EOBs enable dental practices to collect payment during the patient visit to avoid collections headaches and lost revenue.

DIGITAL SOLUTIONS RETURN ON INVESTMENT

GAIN EFFICIENCIES



Transform legacy manual workflows to automated and personalized processing

- ✓ \$2.70 – \$5.60 per call savings
- ✓ \$1.41 – \$4.70 per manual claims savings
- ✓ Lower TCO while future proofing your business



Reduce technical debt with a connected digital and personalized

FOSTER GROWTH



Facilitate new growth through LOB expansion and broker sales

- ✓ Add new revenue potential through D2C
- ✓ Increase member & provider NPS
- ✓ Improve client quality



Improve digital relationship for a great constituent experience