

# TRANSFORM23

Powering Growth through Modern,  
Direct-to-Consumer Digital Solutions



# TRANSFORM23



**Christine Tremblay**  
ES Product Management Director  
SKYGEN



# DIGITAL ENGAGEMENT TOOL: 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

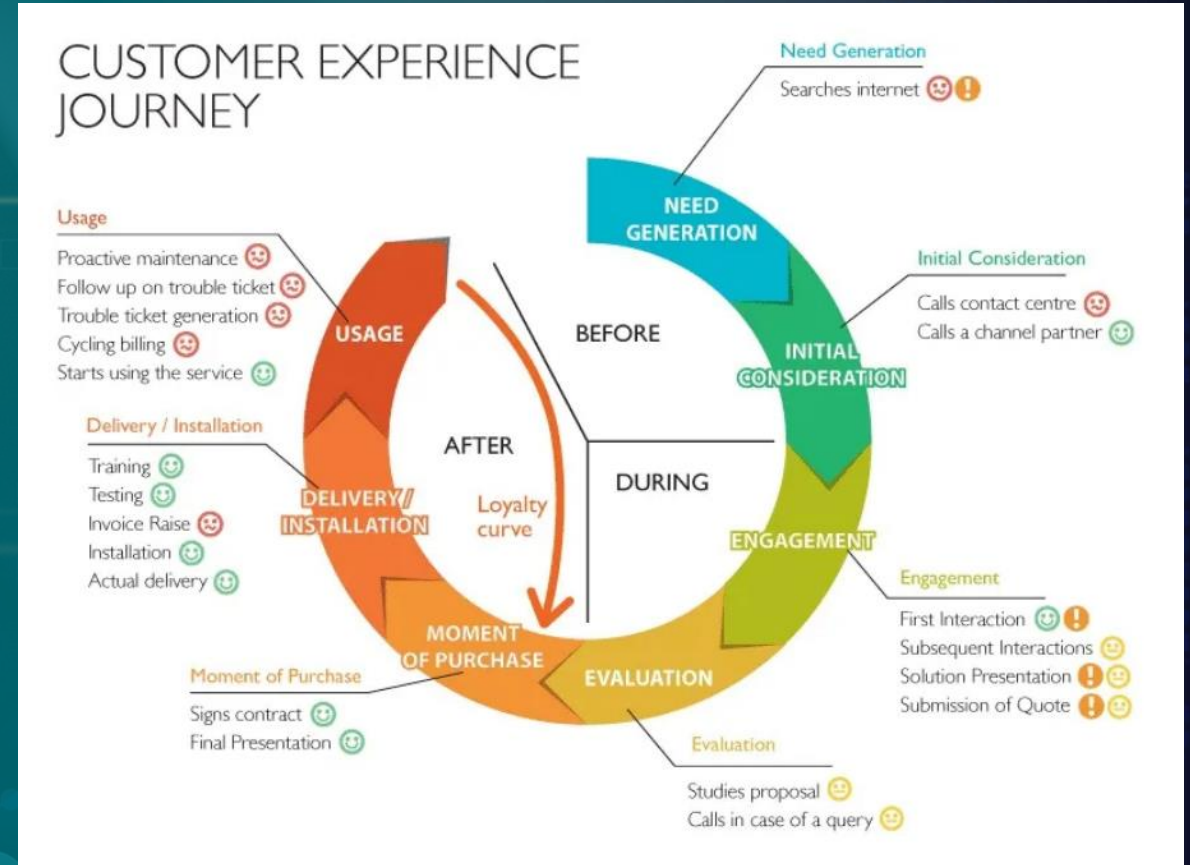
**57%**

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

# JOURNEY MAPPING

A journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints.

According to McKinsey\*, using customer journey maps the right way has the potential to increase customer satisfaction by 20%, lift revenue by 15% and reduce the cost of serving customers by up to 20%.

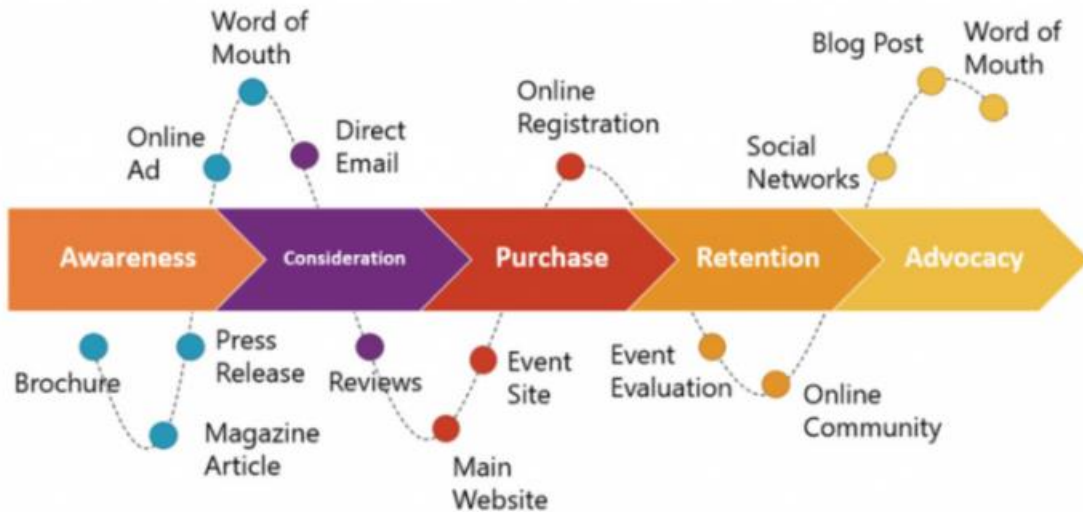


# JOURNEY MAP PROCESS

Establish a cross-functional team

Define a customer persona

Lay out the stages of the journey

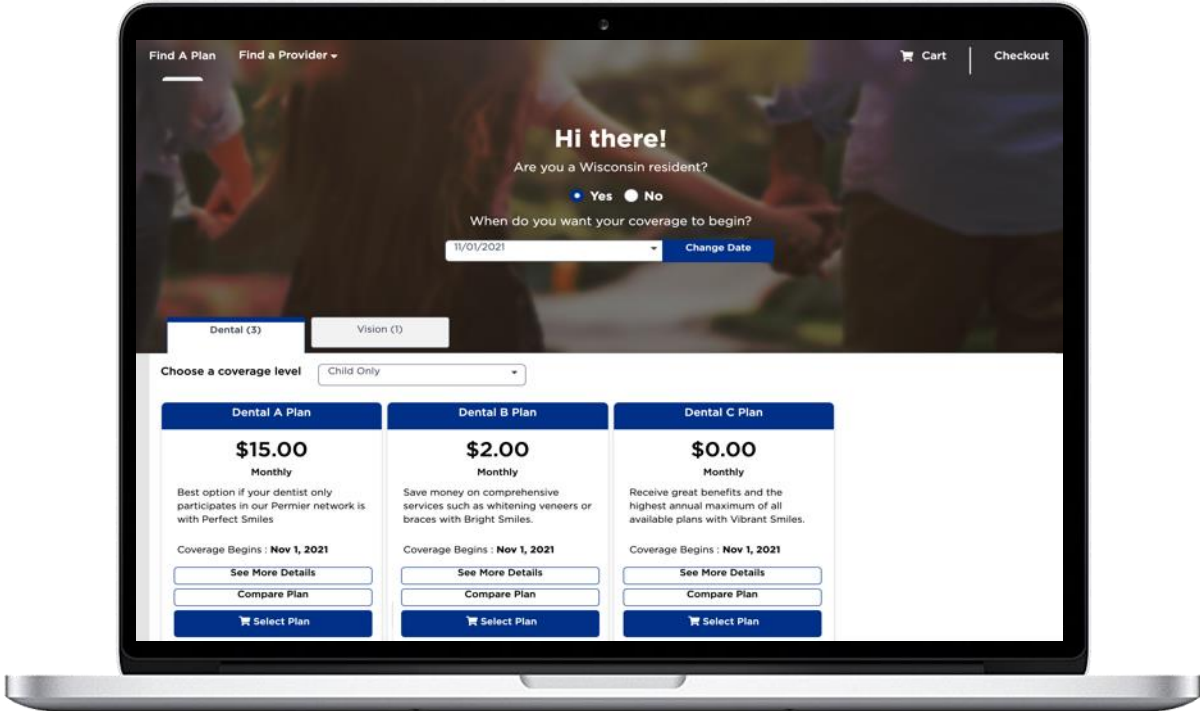
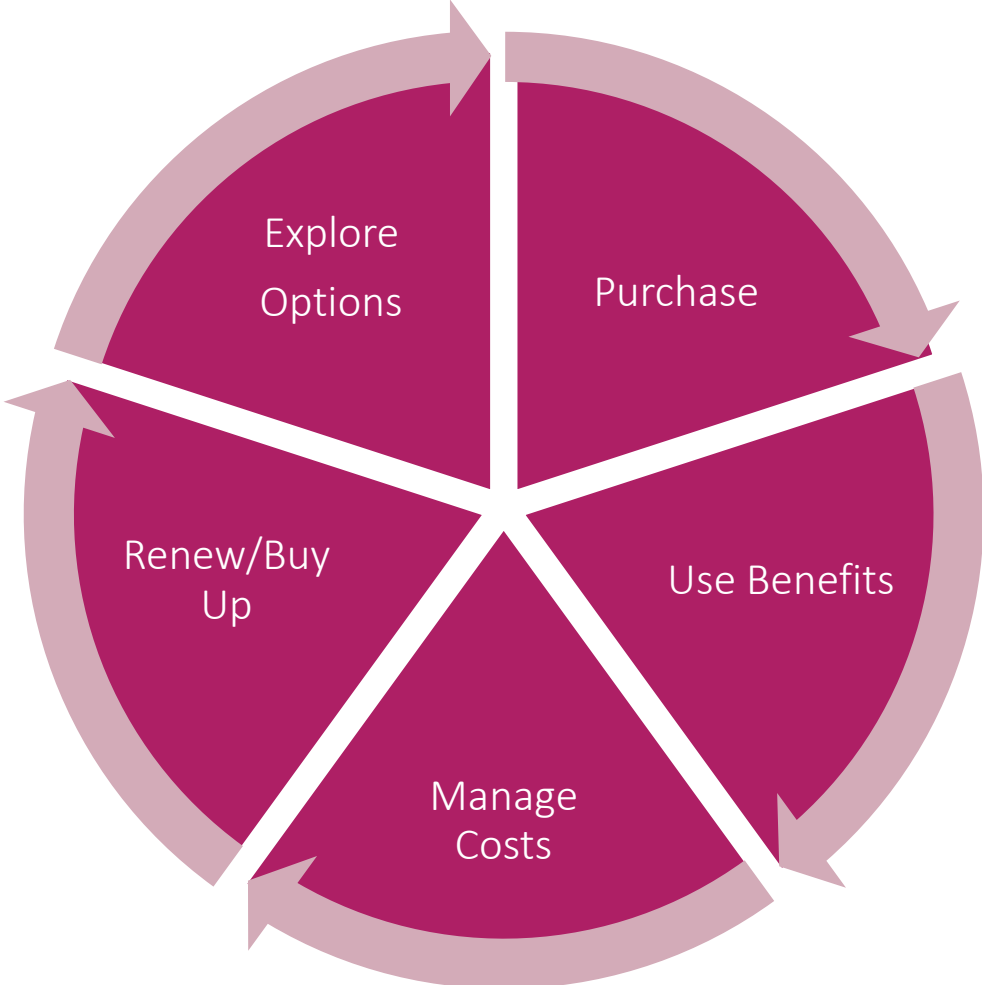


Connect systems and processes

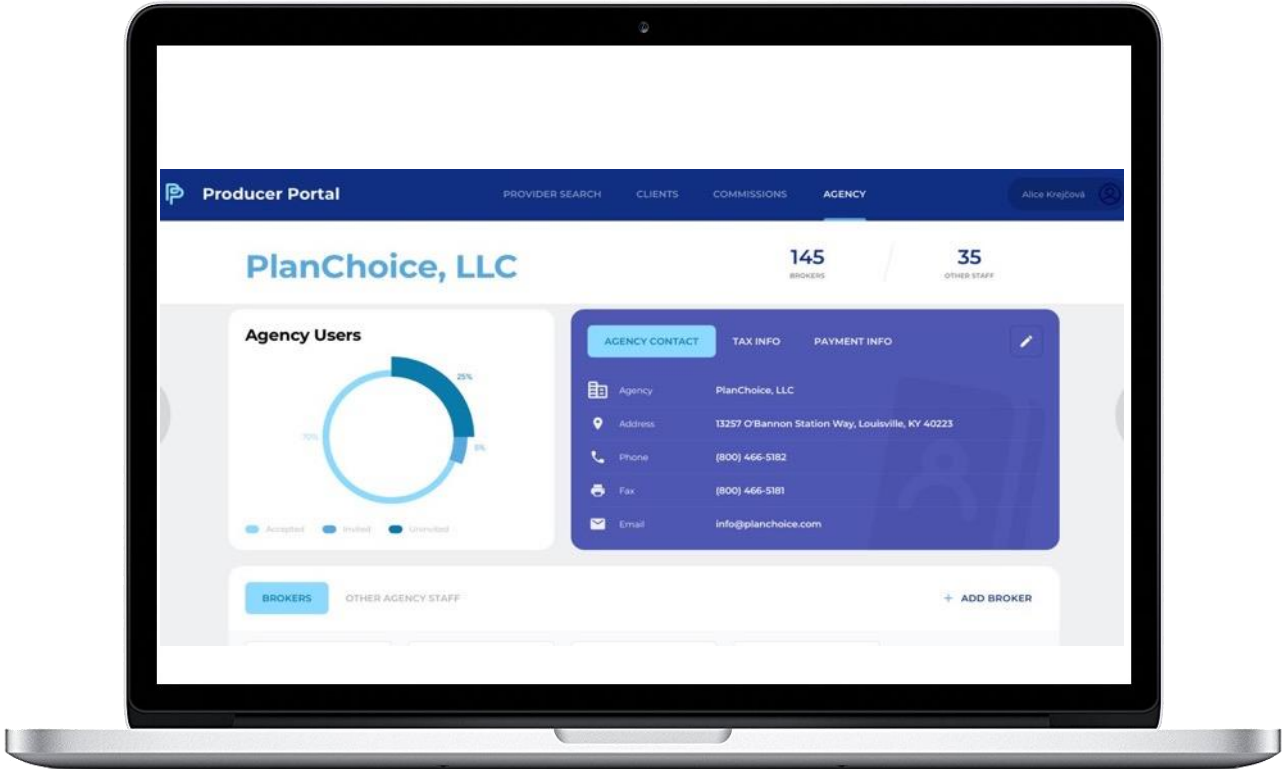
Sequence the touchpoints throughout the journey



# DIRECT-TO-CONSUMER EXPERIENCES



# DIRECT-TO-CONSUMER EXPERIENCES



# 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.



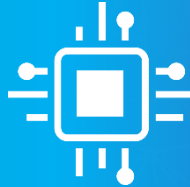
# DIGITAL SOLUTIONS RETURN ON INVESTMENT

## 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

Q & A





# Thank You

CONNECT WITH US

**SKYGENUSA.com**

Visit our online **Knowledge Center** to access helpful tips and industry best practices to succeed in the future of benefit management.

JOIN THE CONVERSATION

