



Enhance competitiveness and profitability with innovative customer solutions tailored to health plans.

Dell Health Plan Customer Relationship Management (CRM) Solutions



Take center stage in connecting with consumers and enable a single view of members to drive and manage all areas of sales, engagement, care management and customer service.

Foster relationships that lead to greater loyalty, trust and member satisfaction

The healthcare industry continues to experience unprecedented changes due to the Affordable Care Act. To drive growth and retention in today's direct-to-consumer retail model, your health plan must adopt new strategies and technologies to capture the attention of a hyper-connected generation. At the same time, you need to be able to lower administrative costs and improve patient outcomes to comply with regulations.

Dell Health Plan Customer Relationship Management (CRM) Solutions provide a full range of transformational technology and workflow processes to help you design and build effective consumer-centric campaigns, communication tools and educational outreach programs. We design our solutions with the end user in mind, allowing you to offer a superior user experience while engaging members in a collaborative conversation.

Our solutions include a CRM platform and integrated back-end systems with a vendor-agnostic and flexible approach, as well as social media integration. We help you implement the solution that fits your needs and budget today but with a vision and plan for future market demands.

A next-generation CRM for multichannel success can help you:

- Improve productivity for call center reps, brokers and third-party web channels
- Increase member loyalty and retention
- Improve member health literacy, engagement and wellness
- Lower member acquisition costs, greater retention and increased revenue
- Reduce administration costs and the burden of maintaining information on siloed systems

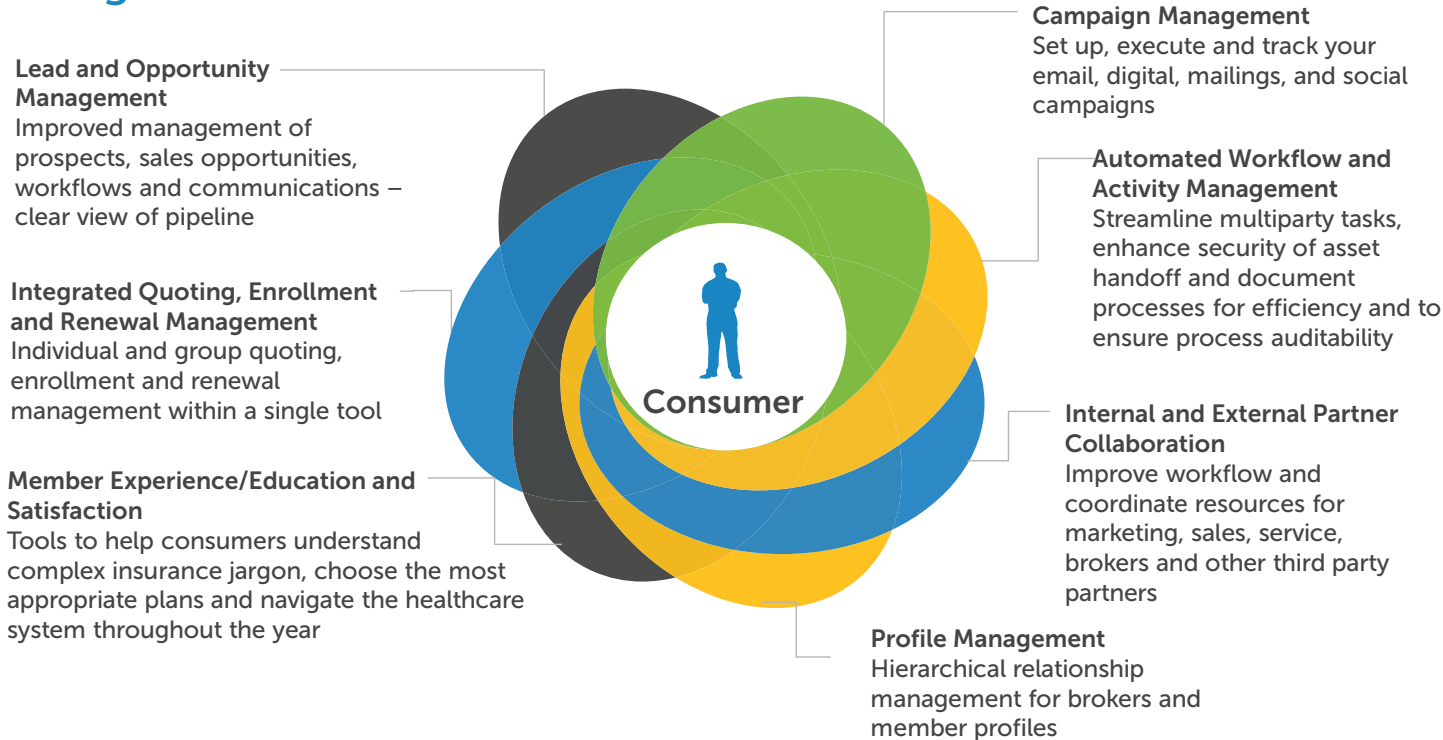
To streamline collaboration between your marketing, sales and customer service departments, as well as for brokers and online third-party channels, our solutions provide comprehensive and centralized access to member information. Other features include:

- Consumer segmentation and utilization analytics
- Mobile applications to reach consumers anywhere, anytime
- Social listening, intelligence, chats and collaboration tools to help identify and connect with potential loyal customers and brand champions
- Applications for profile creation, enrollment, online payments, claims, wellness management and feedback

Engage with consumers in a personalized and meaningful way to expand into new markets with:

- An integrated end-to-end solution bringing together all your business relationships including:
 - Brokers
 - Inside sales
 - Inside support
 - Small and large groups
 - Individuals
- Comprehensive sales automation for:
 - Demand creation
 - Sales management
 - Tracking and reporting
- Customer service and call center integration
- Deliver personalized information to improve healthcare decision making

Integrated End-to-End CRM Solution



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