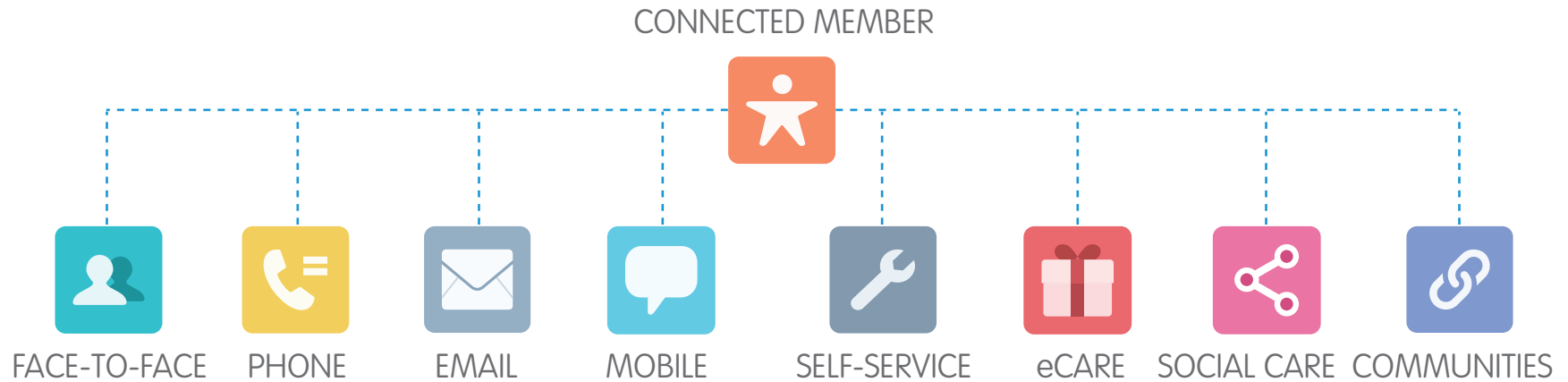


Member Connect: Member Engagement & Service Solution



Member Connect Engagement Platform

Member Self Service through integrated Web/Mobile portal

Personalized Marketing
and Member Nurturing
Experience

Omni-channel Service Console
integrating backend Member Sales,
Services, Wellness, Claims, & Billing

Delivering a Personalized Healthcare Experience Anytime, Anywhere, Any Channel and Any Market

Salesforce Member Connect helps you differentiate the customer experience and streamline operations for increased customer attraction, retention and loyalty.

With guaranteed medical benefits and new limits on out-of-pocket expenses, the Affordable Care Act has given millions of consumers the power of choice when it comes to selecting the healthcare plan that best fits their needs and budget. Now empowered more than ever, consumers demand and expect more from their insurance carriers.

With a variety of healthcare options available, competition among health insurance carriers and providers is at an all-time high, and continues to grow. With plan pricing and benefits being equal, consumers are choosing providers based on the quality of customer care, often defined by ease-of-use and real-time accessibility in a mobile environment.

Stand Out From the Crowd With Responsive, Personalized and Connected Service

“36% of customers are willing to switch health plans for a better customer experience.”

— PwC 2011 Customer Experience Radar Research

The quickest and most cost-effective way to separate your company from the pack is by providing a unique and rewarding customer first' member experience. Whether consumers are in the initial inquiry, enrollment or claims management phase, they expect anytime, anywhere access to live customer service, plan pricing, claim-status and billing information through a variety of traditional and social channels.

Be Responsive. With Member Connect, you'll have a 360° view of all member information, for better visibility

into member issues, department performance and improved service throughout the customer life cycle. You can be proactive and responsive when it comes to providing excellent customer service which is the next wave of competitive differentiation.

Be Personalized. With Member Connect's easy-to-use self-service interface, members can quickly interact with their provider in a mobile environment, whether it's on the company website, Facebook, or through mobile healthcare applications. You can personalize these interactions based on demographics, stated preferences or health conditions.

Be Connected. Member Connect helps you deliver next-generation customer service on a single user-driven engagement platform, connecting to all your systems and even external medical devices, such as glucose monitors or Fitbits.

Having appropriate access to all relevant member profile and health information enables your service and care management teams to optimize their member interactions and make it easier for members to manage their benefits and health conditions from any device, any time.

One Solution. Many Benefits.

“Salesforce changed our processes, changed how we operated, changed our ability to sell and improved agent morale.”

— Jack Orsinger, Dir. Retail Sales, HCSC

Whether you are using Member Connect to enhance your current member experience or starting up a new

marketplace, you will have the essential capabilities to deliver noticeable benefits. For example, HCSC achieved 90% market share in new enrollments in 2014 leveraging Salesforce for individual sales.

Attract New Members and Cross Sell Products.

Drive targeted member enrollment, pre- and post-health event engagement and an ongoing member education and cross-product outreach, resulting in higher market share and higher revenue per member.

Increase Member Loyalty and Profitability.

Give members a personalized experience based on their needs and preferences, resulting in more loyal members. Health insurance companies with leading customer experience index scores have an average of 23% higher annual return.

Streamline Service Operations. Provide a seamless self-service experience across unassisted and alternate channels, reducing both case resolution time and overall cost per member served.

Improve Agent Productivity. Use a single agent and employee portal across the member life cycle, to improve call handling times and deliver higher value member interactions. Using the Service Executive Dashboard, track the metrics of the entire customer service team, with quick-view access to the number of open requests, agent call time and the channels being used by customers.

To get more information on how the Salesforce Member Connect solution can benefit you, visit us online at www.salesforce.com/healthcare.