

HEALTHCARE PAYER ~~TO~~ MOBILE PLAYER

4 Ways Health Insurers Can Up Their Mobile Technology Game

With growth in the number of healthcare exchanges and millions of newly insured consumers demanding greater access to data and services, health insurers need to get innovative to stay competitive. Here's how you can create captivating mobile apps and deliver new digital services to attract and retain more healthcare consumers, all while delivering improved health outcomes.



ONE □

Get engaged. More engaging, meaningful interactions lead to healthier patients and better outcomes. And today, engagement means mobile. Having extensive mobile capabilities can make all the difference in whether consumers pick your organization over another health insurer. You need a strategy that uses application programming interfaces (APIs) to seamlessly connect patients to your digital ecosystem by enabling creation of enticing mobile apps and ensuring compliance with health data privacy requirements.



□ TWO



Improve, chronically. Consumers with chronic medical conditions present a higher risk for adverse health events. Healthcare payers need to invest in a digital ecosystem that keeps chronically ill patients continuously engaged in their care plan to prevent them from getting sicker or having a significant and costly health event. For example, you can help chronically ill members access lower-cost, digitally-enabled services instead of more expensive options by establishing a digital framework that supports coverage for using remote monitoring, medication adherence management and virtual visits.

THREE □

Expose options. To effectively manage healthcare expenses, consumers need visibility into the cost of treatment and the availability of care options. They know mobile technology can help deliver this transparency. So they'll be looking for a health insurer who can deliver a range of capabilities such as mobile geolocation to find the best provider at the best cost, or discounts based on real-time wearable device data. Healthcare payers who give people the opportunity to view many choices, are usually the ones who get chosen.



□ FOUR



Choose wisely. Healthcare organizations are using mobile apps, API management tools and analytics to improve the patient experience. Axway digital enablement solutions for healthcare let you quickly build multi-platform apps, secure data, create rich user experiences and measure performance for continuous improvement.

For more information, read our blog, "The Digital Evolution of Health Insurers: How mobile technology is changing the game."