servicenow.

Breaking down barriers to healthcare payer transformation

In healthcare, embracing innovation isn't just about getting a competitive advantage. It's about living up to an important mission: driving better outcomes at every step of a patient's journey.

Evolving consumer demands, rising healthcare costs, and rapidly changing technologies are driving transformational changes across the entire industry. For payers, the challenge largely centers around helping consumers pay for the growing costs of care—from improving wellness programs to removing barriers that prevent access to care.

Automation, AI, and other advanced technologies play a critical role in paving the way for future success, but adapting to these changes is a bumpy road. Legacy technology and manual processes seem to get in the way at every turn. They make it harder to:

- Embrace new delivery models
- Comply with regulations
- Gain visibility across plans and lines of business
- Influence and manage patient outcomes in conjunction with providers

Ultimately, these operational challenges often lead to poor experiences for a payer's most important stakeholders: members, providers, brokers, and employers.

It becomes a vicious cycle, with operational problems undermining experiences and experiences undermining retention and growth opportunities.

ServiceNow helps payers solve operational challenges and deliver better experiences. With one platform, payers can propel their digital transformations.

Improving payer options

Delivery models are changing quickly. Digitizing manual workflows can help payers keep up, while also reducing operational waste.

With ServiceNow, payers can establish an integration hub that unifies core processing systems, including claims, enrollment, billing, finance, medical management, provider operations, and employer group implementations. This improves efficiency and profitability, and provides a stable foundation for innovative new offerings, like home health and telehealth operations.

Delivering better experiences

Healthcare consumers expect speedy case resolution and seamless experiences. But siloed departments and disconnected tools make it hard to deliver.

With the Now Platform®, payers can offer real-time visibility and status updates on their claims from a self-service portal. And when those members do call, agents can provide the fastest, most accurate customer service by logging onto a single platform to handle all aspects of each inquiry. From there, digital document management workflows ensure that members can report claims and complete other common processes online, rather than enduring the hassles and delays of fax, mail, and email.

Healthcare payer customers that rely on ServiceNow

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PAYER CUSTOMERS

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BLUES PLANS

About ServiceNow for payers

With the Now Platform®, payers can propel operations and deliver better experiences—ultimately improving financial performances and member outcomes.

LEARN MORE