

Adobe solutions for health and human services

Creating engaging and effective online marketplaces for health insurance exchanges



“Adobe’s Customer Experience Solutions eliminate many redundant processes and enable us to better serve citizens. We’ve also seen staff productivity go up, and administrative costs drop by as much as \$6 million annually.”

John Rigg, forms management manager, Illinois Department of Human Services

With Adobe’s Customer Experience Solutions, agencies can:

- Provide a rich and engaging customer experience
- Ensure interoperability with systems of record
- Measure and increase effectiveness with web analytics

State health and human service agencies have long been on the frontline of promoting public health and well-being. Now, in accordance with the Affordable Care Act, states have the opportunity to deploy and manage health insurance exchanges (HIX) by 2014. In this integral role, states will be establishing online marketplaces that effectively connect citizens with high-quality and affordable options for healthcare benefits.

As state agencies build the exchanges, they are faced with a myriad of challenges. Regardless of an applicant’s eligibility determination, device of choice, or mode of communication, the HIX will be expected to deliver consistently engaging and intuitive customer experiences while simplifying the complex tasks of research, enrollment, and management of healthcare benefits.

The exchanges will also require new workflows on the back end—from eligibility determination to member management—which can increase the administrative burden and create operational inefficiencies. And, to be successful, HIX administrators will need analytics to gain insight into the effectiveness of their exchanges so that they can react with agility to changing conditions and continue to ensure affordable access to healthcare for citizens.

Building a next-generation healthcare marketplace

Adobe’s Customer Experience Solutions, built on the Adobe® Digital Enterprise Platform, can help state agencies quickly deploy an HIX that provides a rich and engaging customer experience while ensuring interoperability and increasing effectiveness. Adobe’s HIX solutions include these core technologies:

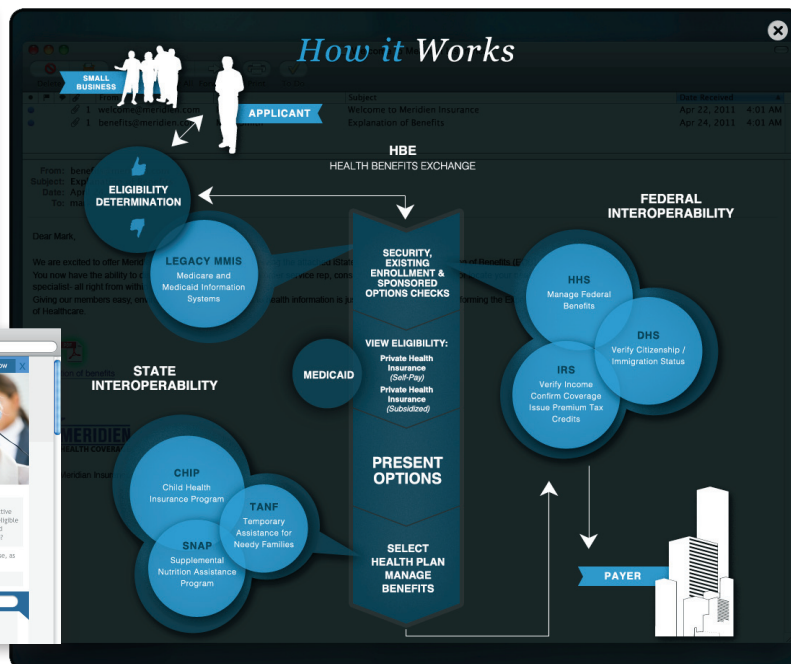
- **Selection and enrollment**—Deliver intuitive experiences that guide citizens through the eligibility determination and enrollment processes, increasing satisfaction and reducing abandonment rates.
- **Unified workspace**—Empower state agencies to provide superior service and reduce costs as they leverage centralized views and access to citizen information from disparate sources.
- **Citizen communications**—Engage citizens with personalized correspondence and interactive statements, enabling them to manage benefits, dispute claims, and deepen their connection with state agencies.
- **Social brand engagement**—Drive citizen connection through powerful social capabilities, and increase marketing agility to better understand citizens and their motivations.
- **Web experience management**—Capture real-time insights from analytics, and refine web and mobile experiences to optimize effectiveness.

Delivering engaging experiences that increase citizen satisfaction

With Adobe, states can deliver engaging online experiences that are simple and satisfying for citizens from virtually any device, platform, or channel of communication. With online enrollment, citizens start benefits sooner because application data is integrated with back-end processes, streamlining and reducing the enrollment and eligibility determination processes.

Providing a more intuitive online experience reduces calls to help centers, allowing agencies to deliver superior service at a lower cost. In addition, Adobe solutions enable citizens to use an array of assistive technologies, ensuring accessibility.

Over time, online activities can be personalized with content that is relevant to each citizen based on such factors as location and previous interactions.



Adobe's Customer Experience Solutions allow agencies to:

- Leverage familiar and intuitive tools
- Provide easy-to-use forms with imported data for a rich online user experience
- Enable enrollment through mobile devices and other channels
- Empower social collaboration for validation and experience sharing
- Analyze trends and behaviors for improving outcomes and reducing abandonment

Automating processes for greater operational efficiencies

With Adobe solutions, application, enrollment, and ongoing management processes are automated and tightly integrated with multiple systems for optimized efficiencies. Bottlenecks from paper-based workflows or manual processes are eliminated because citizen data is captured and automatically routed to participating insurers. Sensitive documents are better protected using Adobe's security capabilities to help ensure the privacy of customer information.

Easy-to-use engaging interfaces unify content and applications, providing administrators with a more holistic view of agency data and organization-level insight for better decision-making. In addition, enhanced reporting, as well as business rules and alerts, can help ensure that states are in compliance with legislative requirements.

Adobe also provides tight integration with systems of record and other technologies for increasing operational efficiencies, such as comprehensive rules-based engine solutions from Corticon, an Adobe strategic partner and industry leader in screening and eligibility determination solutions.

Increasing effectiveness with insight from powerful analytics

With Adobe's expertise in website analytics, administrators have access to a full range of industry-leading analytics tools with in-depth and comprehensive reporting capabilities that track and analyze trends and behavior.

With easy-to-use and intuitive analytical tools, agencies gain critical insights into the online activity of their exchanges by accurately measuring interactions, outcomes, and abandonment rates. With this comprehensive knowledge, agencies can quickly respond to the needs of citizens and improve applications and processes dynamically.

Delivering on the promise of accessible healthcare

Adobe enables state agencies to transform the often daunting process of shopping for healthcare benefits into a convenient and satisfying experience. Convenient and intuitive online portals promote citizen satisfaction and inspire trust, while automated processes accelerate service delivery and safeguard sensitive information.

For agencies, the operational efficiencies gained from Adobe solutions ensure that health insurance exchanges make the most effective use of taxpayer dollars and connect citizens with quality, affordable healthcare.

For more information
www.adobe.com/healthcare



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