# HIPAA-Secure Customer Experience Automation™ for Healthcare

Elevate customer experiences, reach the hard to reach, and share, request and receive needed information through AI-powered, omni-channel, no-code, digital self-service. Augment live interactions and journeys with intelligent digital ones while seamlessly pushing and pulling information from your front and back-end systems.

## Sales, Enrollment & Retention

- Renewal reminders and education
- Annual/Open Enrollment announcements and reminders
- Benefits selection decision support
- Benefit change overviews
- Benefits education (health and supplemental)
- Cross-sell & up-sell
- Age-in & Age-out notifications
- Sales appointment scheduling
- Employer onboarding / census files
- Data intake for file-based enrollment

## Quality, Health & Wellness

- Care plan adherence
- Closing gaps in care (HEDIS, etc)
- Preventative care education
- Provider selection / change
- Provider steerage / referral management
- Clinical / Medical appointment setting & reminders
- Emergency room diversion
- Readmission avoidance
- Pre and post-discharge engagement / education
- Medication adherence support

- Member / Patient
- Clinical Resources
- Healthcare Companies

- Community Resources
- Employer Groups
- Providers

## Claims

- Inquiries (claim status, EOB explanations, eligibility, etc.)
- Claims status tracker
- Proactive status notifications
- Cost transparency
- Data collection to enable straight through processing
- Coordination of Benefits
- Grievance handling & appeals
- Payment support

## Member Service

- Digital registration / onboarding
- Digital warm welcome
- ID card distribution
- Complex Surveys - Health Risk Assessments, SDOH, CAHPs, etc.
- Portal & App adoption / utilization
- Benefits education (ongoing)
- Eligibility verification
- Prior authorization support
- Life events, ie. add dependent
- Information updates, ie. address change, beneficiaries

Customers
(Businesses and Consumers)

Customer Experience Automation™

Systems of Record

## INVISIBLE APP™

Deliver dynamic functionalities like location-based services, scheduling, and image uploading via a fully branded, HIPAA secure applike interface—no need for your customers to download an app or your developers to build one.

## SMARTMAIL™

Automatically process, classify, and route high volumes of incoming emails in just a few seconds. Respond to and resolve issues rapidly and eliminate the countless hours and manpower wasted by manual organization and review.

## INVISIBLE PORTAL™

Aggregate self service for businesses you interact with via a customized single pane portal-like interface. From address updates, to census and other file uploads, to sending and verifying patient information - collect each experience in a HIPAA secure interface without having to build or modify a traditional portal.

## CONVERSATIONAL APPS™

Support your customers 24/7 with automated two-way texting powered by conversational AI. Handle both inbound and outbound requests and both simple and complicated service interactions with convenient digital self-service.

## How Ushur Can Transform Your Customer Experience.

### Challenges:

✗ Difficulty reaching members / patients

✗ Inability to communicate two-way with PHI

✗ Overburdened live resources

✗ Customer experiences that are not optiized

### Solutions:

✓ Automated omni-channel communications

✓ HIPAA-secure, two way communication channel

✓ Optimized for convenient customer interactions via channels of choice
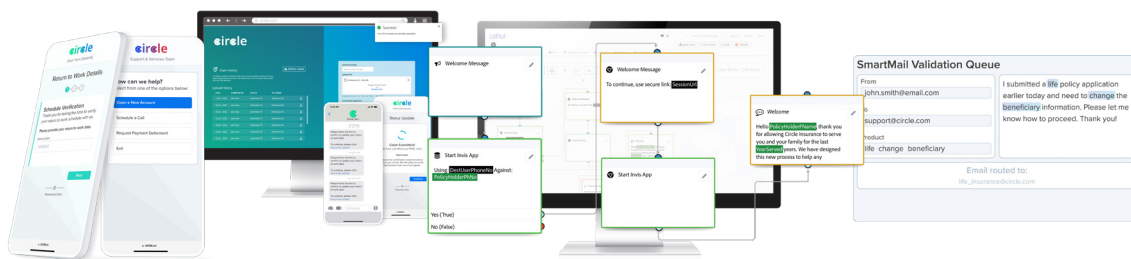


Interested in learning more about Customer Experience Automation™? **Schedule a demo today at ushur.com**

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