

- ✓ UX
- ✓ Agile
- ✓ Product
- ✓ Data

# User Experience Re-design For a Healthcare Claims Processor



Reduced Customer  
Service Calls by

**500%**

Reduced Overall  
Business Costs by

**25%**

## Challenge

Improve the member digital experience by creating and executing a full-scale product using quicker, more effective methodologies. .

## Change

xScion's user experience designers created a modern and intuitive interface for both web and mobile improving user adoption and engagement.

## Value

The new, member-centric, real-time integrated portal and mobile application increased member satisfaction, decreased customer service calls and reduced overall business costs.

## Large Health Insurer

The client, which processes healthcare claims for federal employees, sought to make healthcare services easier for its members to utilize through optimization of desktop, mobile and web services. A digital member experience was designed to help members understand and use their benefits and get their health needs met in an easy-to-understand platform. xScion supported efforts throughout the full development process, including development, testing and delivery.



Turn Change Into Value®

Connect@xscion.com

# The xScion® Difference



## The Challenge

The large health insurer sought a way to improve their members' health and benefit usage. They wanted to create an enhanced member digital experience that would help members understand their benefits, better use them and improve their overall health.

The client was challenged to:

- Create and execute a full-scale program development initiative
- Improve development time and testing using quicker, more effective methodologies



## The Change

The client, with xScion's support, successfully launched the member experience after a multi-year development and business transformation process, including:

- The design, architecture, build and testing of the multi-phase deployment
- Creation of a member-centric, real-time integrated portal and mobile application
- Transition to Agile methodologies to facilitate culture change and optimize development
- Backend design and build of an IBM Service Oriented Architecture
- Implementation of latest best Product practices and methodologies through the delivery cycle



## The Value

The client's new member digital experience had a substantial impact on their members and business:

- Member satisfaction with online tools increased by more than 40%
- Member calls to Customer Service decreased by more than 500%
- Members taking proactive care of their health increased by 100%
- Overall business costs decreased by 25%

**Turn your transformation goals into actions that create lasting value.**  
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