

5 STEPS TO BUILD AN EFFECTIVE BUSINESS CASE FOR DIGITAL EXPERIENCE

Every time a member visits your organization online, you want them to feel engaged and welcome – just like they walked in the front door. These days, many people’s first interaction with an organization is online, so the digital experience matters just as much as the person-to-person experience – if not more.

Identify Your Organization’s Security Policies & Risk Tolerance



60% of payers experienced compromised integration partner systems twice a month, on average.¹



Cyberattacks on healthcare organizations are estimated to have jumped nearly 54% since 2020.¹

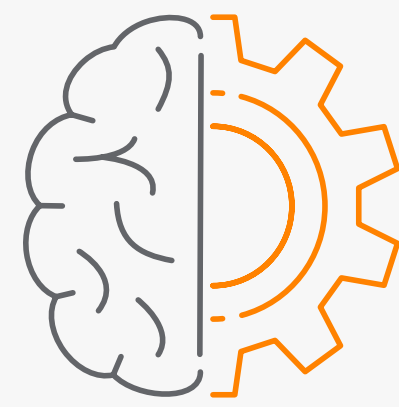


Portal hacking is a common threat, accounting for an estimated 1 in 5 attacks.²

Define Your Consumer Digital Experience By:



Talking to customer service, process improvement and other internal teams to define digital experience goals.



Considering what the future digital experience might look like with new technology.



Asking members for feedback and look for patterns in online reviews.

Identify Metrics That Matter & Align With Stakeholders



Administrative cost reduction from moving phone calls to other channels.



Increased utilization of your portal.



Improved usage of your health management tools.



Improved member satisfaction and engagement.

Highlight the Savings With Improved Digital Engagement & Increased Security



Healthcare data breaches cost an average of \$9.3 million per incident and \$408 per stolen record.²



About 55% of payers report they lost members after a breach, and 40% experienced lower new member enrollment post-breach.²



A live chat or phone call is 80 times more expensive than mobile app or website communication costs.³

Start With a Win



Select a key customer experience.



Support the often-conflicting needs of security and customers.



Present your wins to executives.

If you are ready to make a business case and would like to learn how you can offer a near-frictionless digital experience and still get the security you need, contact us.

References

1. Discover the True Cost of Fraud™ study results. LexisNexis. <https://risk.lexisnexis.com/insights-resources/research/the-high-cost-of-healthcare-payer-breaches-revealed>
2. Haan, K., Bottorff, C. Top website statistics for 2023. Forbes Advisor. Feb. 14, 2023. <https://www.forbes.com/advisor/business/software/website-statistics/>
3. Vardhman, R., Ivanov, I., Kann, Z. 25+ alarming healthcare data breaches statistics 2024. TechJury. Jan. 3, 2024. <https://techjury.net/blog/healthcare-data-breaches-statistics/>