

5 Ways to Improve the Member Experience

Health plans and administrators are under more pressure than ever to improve the member experience. Payers continue to [face negative ratings](#) or member experience issues such as poor customer service, billing conflicts, and claim disputes.

Low ratings make payers vulnerable to competitors who can do a better job. With the [Transparency in Coverage Rule](#) requiring payers to provide members better information on cost of services before they receive [healthcare](#), it's high time that payers improve the member experience.

A great member experience starts with courteous and responsive customer service. But in the digital age, it's also about extending member care to every touch point in the search for healthcare. Here are five tips for getting the member experience right:

1

Own your digital presence

That search begins online, so make sure you're findable everywhere. Start by optimizing your website with great content. Then, build up that content everywhere people are searching for information about you and your benefits programs, including social media and [Google Business Profiles](#).

2

Get your facts right

Keep your health plan directories and insurance data accurate, transparent, and up to date. [Reputation's 2021 Consumer Healthcare Survey](#) revealed most people looking for providers and locations start with insurance accepted because they want to ensure that providers are in network.

However, nearly half of providers listed in their payer directories had inaccurate location-related information. Keeping this data up to date and accurate requires an ongoing commitment that is now essential. According to the No Surprises Act, directories must be updated within 48 hours of data changes.

3

Go beyond provider and location data

In the era of value-based care, patients and providers are putting even more focus on wellness care than they used to. Their sites should discuss resources for wellness care and the outcome of value-based care for members. Payers should actively discuss how the member benefits from the payer's efforts to manage their care cost effectively.

4

Listen to your members

[Surveying](#) your members will only unveil part of the member experience. Listening to members must also take into account the vast amount of external feedback such as ratings/reviews and social media comments. This kind of data offers valuable, unfiltered insights into how well you are performing, along with ways to improve your experience.

5

Be responsive

At a time when members can reach out to payers in multiple ways, it's important that payers have a unified way to respond to queries and all forms of feedback. We recommend managing all member communications in a single dashboard with [a universal inbox](#) for chat, text, Google Business Messages, and social media apps. That way, a payer can respond more consistently and quickly regardless of where a query originates.

Ready to deliver a better member experience?

Schedule a consultation today →