

Forrester Total Economic Impact™ of Benefitplace for Health Plans



Health plans are in search of solutions to advance interoperability and enable real-time data as they face evolving marketing demands and pressure to manage administrative costs. **Benefitfocus** serves as a strategic technology solution provider for health plans, providing a single platform solution to support core business processes, improve data quality and deliver a best-in-class customer experience.

How much does a single platform solution impact a health plan's bottom line?

A Forrester Consulting Total Economic Impact™ study was commissioned in 2020 by Benefitfocus to measure a health plan's return on investment in the single platform solution – Benefitplace™. Both the Senior Vice President and Vice President of Operations at a regional US-based health insurance provider using Benefitplace to support enrollment, billing and data management were interviewed as part of the study.

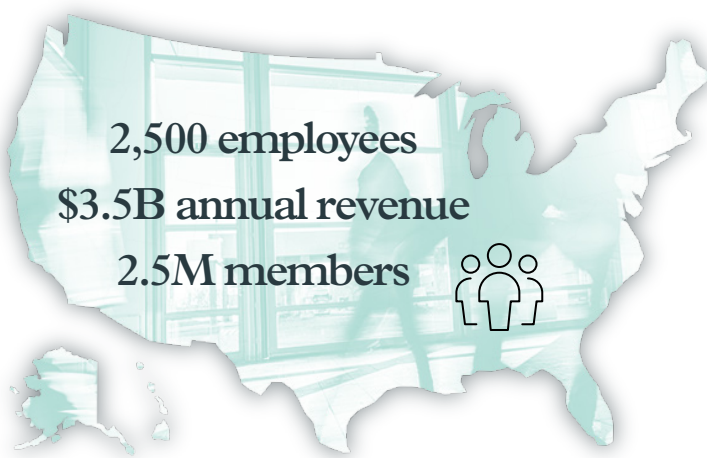
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Single Platform ADVANTAGE

- ✓ Core business process support
- ✓ Improved data quality
- ✓ Better customer experience

Benefitfocus®

The Organization: Regional US-based Health Plan



Challenge

In-house legacy applications to manage enrollment and billing were expensive to operate and maintain, only to deliver a disjointed customer experience that put key accounts at risk.



Solution

Unify enrollment, data exchange and billing under one platform with BPO support to automate processes, reduce costs and improve flexibility, driving growth across business segments.

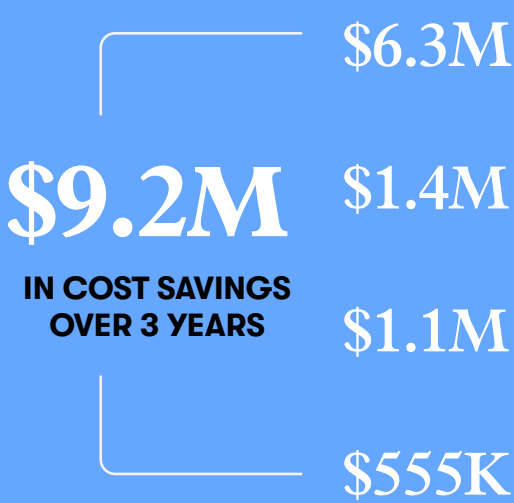
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The Impact



"We did not want to continue being a development shop, we would be behind the curve with the latest functionality and capabilities if we continued to try and maintain that internally."

SVP of Operations



IT Development Costs

Benefitplace replaced legacy systems for enrollment, billing and data management, avoiding significant investments in maintaining internal solutions.

Paper and Postage

Moving enrollment, billing and payment online with Benefitplace increased online enrollment by 40% and reduced manual billing by 82%.

Resource Costs

Automating enrollment, data exchange and billing improved data quality and increased operational efficiency, allowing the health plan to reallocate headcount to high-value tasks.

Avoided Headcount

Standardizing data feeds and streamlining error resolution removed hours of manual effort, enabling the organization to scale and grow without hiring new resources.

Improving Customer Experience and Business Agility



Higher Net Promoter Scores (NPS) from improved customer experience

Fewer errors, faster processing times and paperless invoicing made it easier for brokers and group administrators to work with the health plan, and ultimately improve the experience for members.



Improved ability to compete in the marketplace

Adopting a modern SaaS solution led the health plan to shift away from siloed functions to a more empowered sales support model, enabling them to better meet evolving market demands and scale for growth.



Confidence and reliability through partnership

Benefitfocus' unwavering commitment to working together for creative solutioning has been extremely valuable, providing the health plan with confidence in its ability to support customers and members.



Strategic insights and networking from advisory councils

Benefitfocus advisory councils give the health plan a unique opportunity to leverage the collective knowledge of their industry peers for problem solving and influence Benefitplace development to stay head of competitors.



"We felt that we could give the customers a better experience by moving to Benefitfocus."

SVP of Operations



Download the full case study [here.](#)

Ready to see what Benefitplace can do for your health plan?
Contact sales@benefitfocus.com to request a demo today!

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