

# Health Plan #1

## Improves User Experience & Increases Retention

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### THE CUSTOMER

Founded in 1982, the health insurance carrier offers commercial and Medicare health insurance services to its varied customers including employers, individuals and families. The health plan is ranked in the top 20 percent of health plans by Consumer Report.

### JET INSURE

A quote-to-card insurance automation platform, JET Insure allows buyers, agents, and brokers to buy and sell individual/family plans, group plans, and specialty products from a single platform. A **Gartner Vendor to Watch** in the quote-to-card space, JET Insure is a cloud-based technology that speeds up processing time and allows carriers to sell more products faster and more efficiently.

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### THE CHALLENGE

Facing numerous business difficulties including managing separate solutions from different vendors, the health insurance carrier sought to consolidate its product offerings into a single, unified platform. With brokers as the primary sales channel, the different platforms used were causing considerable training issues that adversely effected sales for both IFP and groups lines-of-business. The disparate online consumer/broker experience, need for greater business agility and efficiency to respond to opportunities, absence of solutions readiness for PPACA reforms, and lowering solution costs were the key challenges facing health plan.

### THE SOLUTION

The health plan adopted JET Health Solutions flagship technology product JET Insure to solve its user experience challenges, improve overall retention, and usher them into 2014 fully in compliance. Through this implementation, health plan not only achieved its goals of improved user experience through JET Insure's easy-to-navigate portals, but also saved substantial costs using newly automated business processes. The health plan was also ahead of the 2014 compliance curve and one of the few that met the October 2013 deadline.

### WINNING RESULTS

With the recent changes in healthcare legislation and resultant market changes, health plans are refining their goals to become even more competitive in an uncertain market. Through its partnership with JET Insure, this customer is primed and optimally positioned to set trends for healthcare payers in these newly created marketplaces.

JET Insure's single platform streamlines health plan's operations. Now, the health plan's brokers, employers, individuals and staff access just one system to sell and manage all lines-of-business. JET Insure's customizable business rules and workflows automate the health plan's previously manual processes—shortening quote-to-card time issuance, and improving user retention and satisfaction.

Having transitioned over from another vendor's portal for individual product quoting and application, the health plan's Director of Individual, Small Group, and Exchange Sales and Service Joel S. Lingenhag states, ***"The JET Insure team has been a pleasure to work with and more than exceeded our expectations. We are very happy with JET Insure and the team."***