Health Insurance Exchanges
Grow Your Membership Through Healthcare Reform

It is estimated that healthcare reform may lead to 30 million new members.

States and the Federal Government have begun to implement online portals for millions of citizens to comparison shop for health insurance and to choose a carrier.

This represents an opportunity for health plans to grow membership that has never been seen before. Successful integration into a Health Insurance Exchange (HIX) requires a combination of experience in healthcare, technology and administration.

Helping Health Plans Excel

To help health plans excel in this environment, Xerox has formed a partnership with HealthPlan Services to offer a comprehensive, secure, and flexible HIX solution. Health plans can immediately begin to use this end-to-end, technology-driven offering to grow membership and exceed their new and existing members’ expectations.

HealthPlan Services is a leading provider of technology solutions and combined with our services expertise and capabilities, we’ll be able to provide a combined, ACA-compliant solution that meets the individual requirements of multiple state exchanges and also provides the scalability to take products to private exchanges.

Health plans have less and less time to fully take advantage of the millions of new members that will be shopping for healthcare on exchanges. For some plans, the financial and human resources required to close business process gaps in time to launch and enroll in an effective, compliant exchange program simply does not exist. For others, diverting necessary resources from other core programs is a strategic non-starter. Carriers will be able to leverage the combined expertise of Xerox and HealthPlan Services to ramp up and administer a profitable exchange quickly and cost effectively.
Administer a profitable exchange quickly and cost effectively.

**Combined, Comprehensive Offering**

- End-to-end, technology-driven offering will allow plans to grow membership and exceed their new and existing member’s expectations
- Combined Go-To-Exchange strategy meets the individual requirements of multiple state exchanges and provides the scalability to take products to private exchanges
  - **SalesLink**: tools to acquire new customers
  - **ServiceLink**: administrative tools to manage your members (billing, customer service, reconciliation, etc.)
  - **LoyaltyLink**: improve customer retention through analytics, analysis, cross-selling and renewal options

**Choose Xerox for your HIX Solution**

- We touch all segments of healthcare – government healthcare, commercial health plans, providers, and employer groups
- Health plans have limited capital and resources available to create or participate in multiple state HIXs in time
- Our unique, ready-to-go solution will allow for quick, successful entry into the market
- Proven track record of working with plans of all sizes
- Flexible deal structures with an option for an outcomes-based pricing approach to provide an added incentive to grow membership over a multi-year period

**HealthPlan Services – Our HIX Partner**

- 40+ year experience in the individual and small group markets
- Healthcare’s leader in benefits administration to the managed care industry
- 30+ clients
- Eliminates the need for plans to build systems with multiple, differing state rules
- Allow for integration and administration in a HIX

**Our Healthcare Services**

- 40+ years of government and commercial health program experience
- 37 U.S. states and the District of Columbia supported by our services
- 2/3 of U.S. insured patients are touched by our services
- 100+ payer organizations are supported
- Top 20 U.S. managed healthcare plans are clients
- Top 12 BCBS organizations are clients
- Over 25,000 employees dedicated to healthcare; over 15,000 dedicated specifically to health plans

To learn more about how Xerox is changing healthcare, visit us at www.xerox.com.