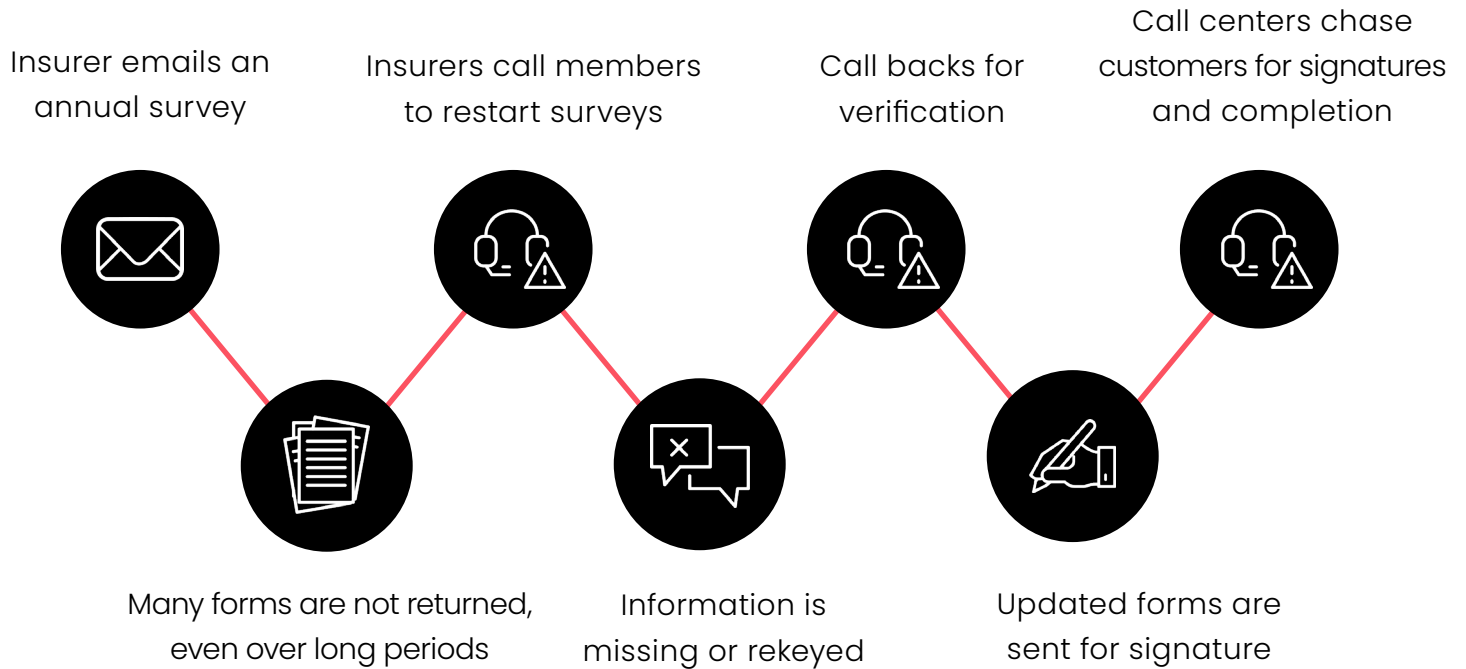


How Healthcare Providers Can Expedite Annual Health Surveys



Updating member health risk assessments quickly and efficiently is ever-critical for health insurers in order to plan programs, rates and resources. Members today need a fast, convenient and user-friendly way to update their health records - without the reliance on endless mail-ins, phone calls, rekeying of information and completion errors that create financial exposures, inflate costs and cause member frustration.

Health insurers need an end-to-end digital solution that gives customers one seamless digital experience that quickly and transparently guides them through the entire health survey process to have easy, first-time completion.



Digitally Complete Every Annual Health Survey

Lightico's Digital Completion Cloud enables insurers to streamline all customer-facing steps in Annual Health Survey in one seamless workflow. Easily complete digital forms and documents from customers, get binding signatures in real time, and avoid needless completion and compliance errors. Lightico makes frontend processes more efficient, so insurers can reduce back-office work, swiftly update HRA and enhance customer loyalty.

Digital Completion Capabilities

eForms & eSign

Document Collection

Automated workflow: Intelligently routes data

Automated workflow: Sends notification



The Solution

The Digital Completion Cloud

The Lightico Digital Completion Cloud enables health insurers to digitally collect all annual health survey forms and documents required by customers. Digitizing the entire process enables insurers to update member status quickly and completely.

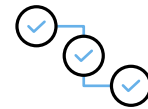
How the Digital Completion Cloud helps health insurers complete entire health care survey process:

Truly Real-Time



All documents to support the claim are quickly collected, and digitally completed in real time on your mobile phone. By removing the waiting period, costs, frustrations, and turnaround time are reduced.

All In One Place



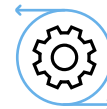
Health insurers can manage all customer-facing tasks (including eSignatures, ID verification, document collection, T&Cs, payments) from one system.

Intelligent and Automated



Any business user can design intelligent workflows that automate the full journey and tailor it to each customer or case type, preventing missed steps and silos.

Fully Integrated



Health insurers get more value from their existing system via pre-built and fully integratable APIs. Enjoy fast time to operations and value with low risk.

↑ **67%**

**Faster
Resolution**

↑ **25%**

**Increased
Completion Rates**

↓ **60%**

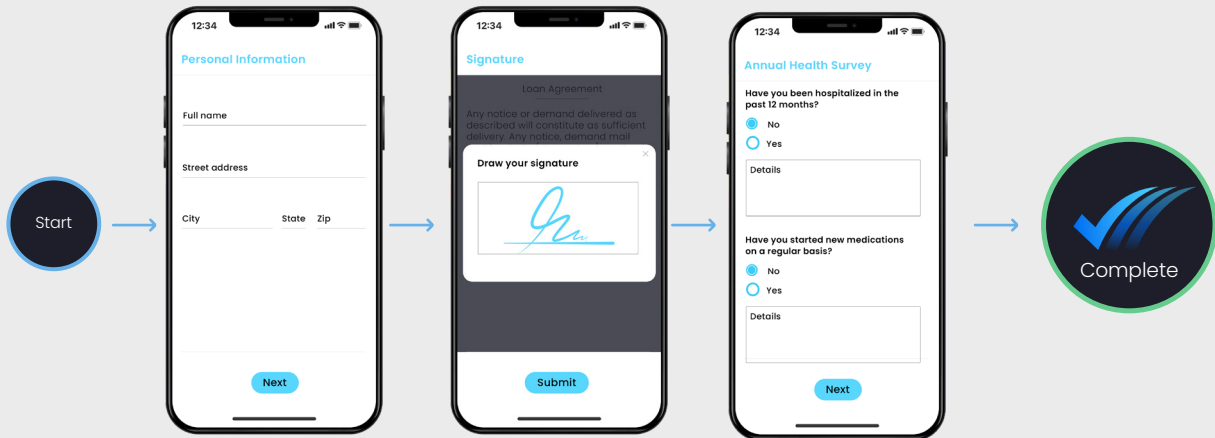
**Fewer
Touchpoints**

↑ **100%**

Compliant

Smart and Digital End-to-End Health Survey Workflows

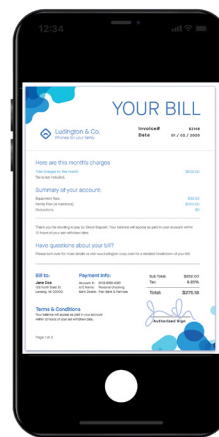
Lightico has re-imagined annual health survey processes by allowing members to visually and collaboratively interact with customers while on a customer call.



Intuitive Form Completion

Members complete and update forms and survey work easily from their phone. Information is validated and synced in real time.

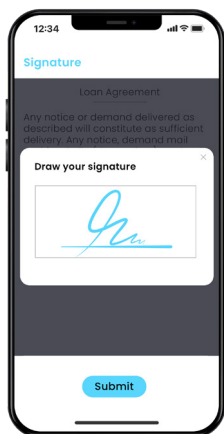
Results: Faster turnaround time, high first time completion rates



Document collection

Customers submit any supporting documents instantly and quickly, minimizing turnaround time.

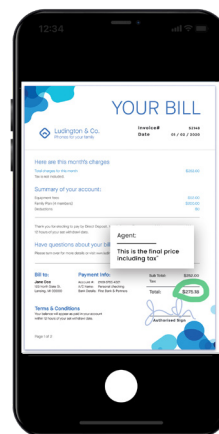
Results: Faster time to completion, eliminated errors, improved NPS.



Real-time eSignatures

Customers easily provide consent through legally binding, mobile-optimized eSignatures. Also supports multi-signatures.

Results: Better compliance, improved NPS.



Shared reviews

Members and agents co-view the customer's surveys, adding clarity and cementing trust.

Results: Slashed escalation and service-level issues.

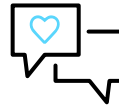
Business Impact

Accelerate Survey Completion:



Eliminate rekeying or reworking information that's typical of manual, legacy fraud claim processes.

Customer satisfaction



Ensure a headache-free, frictionless experience for greater satisfaction and loyalty.

Cost of Management



Slash turnaround time and errors to keep the costs of survey processing down.

Compliance



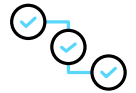
Reduce the risk of errors while maintaining full compliance.

Status Visibility



View the current status of policies thanks to digitized and synced processes and files.

Strengthened Oversight



Streamline workflows and see faster turnaround of all issues.

About Lightico

Lightico is an award-winning SaaS platform that empowers businesses to accelerate customer journeys. With the Lightico Digital Completion Cloud™, companies leverage no-code workflows to collect customer eSignatures, documents,

and payments, and authenticate ID in real time — straight from the customer's smartphone. As a result, businesses enjoy faster and shorter sales and servicing cycles, boost NPS, and significantly improve their completion rates.

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