

Membership Growth Rate 300% Above Average: Enrollment & Billing Platform Solves Financial Reconciliation Delays



A **3-stage partnership** allows for continual membership growth and opportunities for expansion

Grow or be left behind.

Industry-wide ACA growth means that plans that can't increase their effectuation and renewal rates will soon be outclassed. Along with increasing enrollment rates, carrier exits and shifts in coverage requirements cause large waves of membership transfers.

A lackluster user journey, disjointed back-end processes, and the inability to meet members where they need can limit a carrier's growth. Being ready to scale operations is a hallmark of future success.

Learn how one ACA plan was able to overcome these challenges through a 5+ year partnership with Softheon.



Phase 1

The Challenge: Transitioning a +100K membership to facilitate a better user experience

Carriers are stepping up their user journey.

In an increasingly consumer-centric market, carriers are finding it harder to attract and keep members' attention. The enrollment process is often the deciding factor for member effectuation.

Large scale data migrations are always a taxing process, but legacy solutions can limit growth.

The Results: A streamlined enrollment process contributes to rapid membership growth

In the mid-2010s, a national carrier selected Softheon to take over enrollment processing and migrate a +100k membership over to its system of record.

During phase 1 of the partnership, the carrier saw **membership growth of over 200% greater than the ACA average during the same period**. Multi-year use of an automated, nightly enrollment process helped this plan scale faster than competitors.



Phase 2

The Challenge: Reinventing enrollment, billing, & payment processing to prevent financial reconciliation issues and member drop off

Every health plan has struggled with the complexities of financial reconciliation.

Delays in reconciliation, invoicing, and noticing can cause inaccurate terminations and member abrasion.

For growth and expansion to continue, the health plan needed to streamline back-end data transfer processing to reduce manual overhead and enrollee loss.

The Results: The transition to an end-to-end enrollment & billing platform sees a 14% renewal increase in one year

After two years of using Softheon exclusively for enrollment processing, the carrier elected to have Softheon operate the end-to-end enrollment & billing platform. The value of this consolidation became evident within the first year.

With enrollment, billing, and payment operations hosted on a singular platform, the financial reconciliation process was able to occur in near-real time.

Improved financial reconciliation rates contributed to a 14% increase in renewals between Open Enrollment (OE) periods.

A larger number of payment options and increased accuracy in invoices also contributed to this growth in renewals.

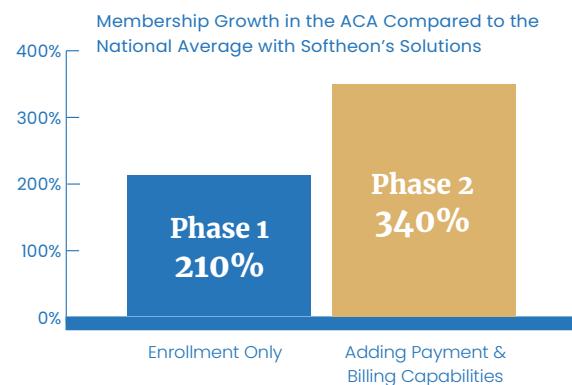
After combining enrollment with billing & payments operations, the effectuation rate increased by 11% according to an executive at the health plan.

Effectuation rates were already highly influenced by Softheon's oversight of the enrollment processes from years prior. The addition of Softheon as the merchant-of-record allowed for the implementation of the Pay Now functionality.



Softheon's Pay Now option allows individuals to immediately effectuate their coverage following enrollment. Submitting the first binder payment before the enrollment is processed eliminates one of the biggest opportunities for member drop off.

During the first year on the end-to-end enrollment & billing platform, membership increased over 300% more compared to the industry average at the time. This gain can be partially attributed to an increase in both renewal and effectuation rates.



18% membership growth

Phase 3

The Challenge: Having the technology to scale and adapt to the needs of the members and the market

Change in the ACA is constant. To keep up, carriers need adaptable technology.

For example, the carrier was looking to replace their internal claims system with an external vendor. Softheon acted as the system-of-record during this transition, providing all the enrollment & billing data needed for claims processing.

Consolidating a tech stack to a handful of trusted vendors, who specialize in adaptability, simplified operations.

The Results: Ability to expand into multiple new states with an 18% growth in membership

Since overtaking the health plan's core enrollment, billing, and payment functions, Softheon has continued to be a partner in growth.

The carrier continues to expand into various states regardless of Exchange type. Supporting both states of the Federally Facilitated Marketplace (FFM) and State-Based Exchanges can complicate internal processes. Softheon provides a unique and custom enrollment file for each state to simplify this process.

With the entry of multiple states, the national plan is positioned for future expansion and membership growth. The plan has seen a **membership growth of 18% since transitioning to Softheon's end-to-end enrollment & billing platform.**

To expedite the growth seen in this use case, health plans can implement these three phases in parallel. **Simultaneously facilitating membership growth, back-end integration, and state expansion allows health plans of all sizes to scale in the growing ACA market.**

To learn more about the benefits of a scalable platform and vendor consolidation, contact our team:



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1. All renewal and membership data came from Softheon systems and records.
2. ACA enrollment averages were deduced using data from KFF