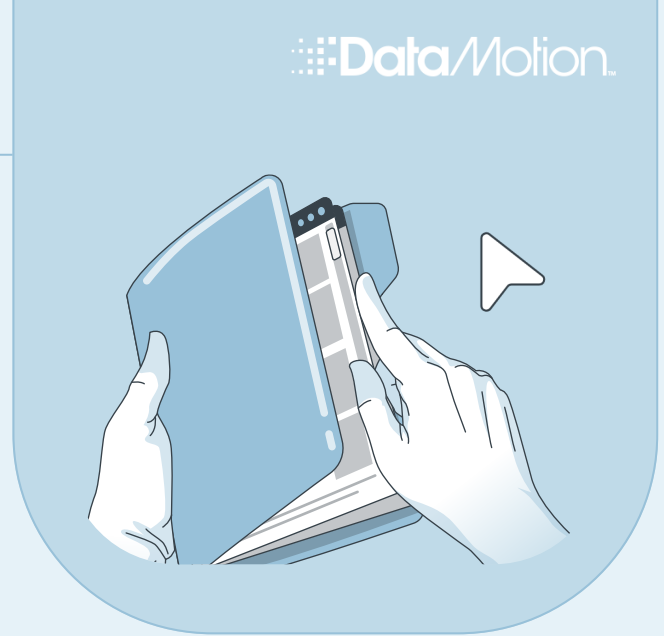


Client Case Study

How a Leading Insurtech Transformed Secure Communication and CX

A health insurance technology startup needed to enhance their customer experience platform with secure messaging capabilities for a major health plan provider to improve communication and simplify PHI exchange among stakeholders.



<p>Industry Healthcare Technology (Insurtech)</p>	<p>Objective Enhancing CX platform for health insurance carrier.</p>	<p>Primary Need Simple and intuitive PHI exchange.</p>
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“Our client didn’t want to stand up another interface... it would add complexity, was cost-prohibitive and would be disruptive for both plan members and service reps.”

Challenges

The startup needed a solution that would streamline communication without disrupting operations or the user experience.

Fragmented Systems

Separate systems delayed PHI exchange, causing inefficiencies and diminished user satisfaction.

Seamless Integration

The solution needed to integrate into the existing platform without requiring new technology or additional training.

Solution

DataMotion’s secure message center was rapidly deployed, offering HIPAA-compliant communication within the existing CX platform.



API Integration
Combined email encryption, file exchange, and forms to streamline exchanges.



Seamless Deployment
Integrated without operational disruptions or retraining.



Streamlined Communication
Unified messaging and document sharing between stakeholders.



Regulatory Compliance
Enabled HIPAA-compliant communication.

Results

The integration of DataMotion's secure message center significantly enhanced the health insurance technology startup's customer experience platform, delivering measurable results and strategic advantages.

< 1 Month Deployment

meant they were fully operational in under 30 days, with no service disruptions.

Increased ROI

by leveraging the CX platform, reducing costs and time spent on user training.

Seamless Integration

enabled secure PHI exchange within the existing portal.

Benefits



Improved User Experience

PHI exchange built into CX portal, providing a familiar experience.



Cost-Effective Implementation

Leveraged existing infrastructure to minimize costs.



Scalable Solution

Seamless integration, now a core feature of the CX platform.



Peace of Mind

Increased data security, reducing risks and enabling compliance.



There were other tools that could have fit, and we did give them a hard look, but DataMotion had stronger, more flexible technology, a pricing advantage, and a proven track record with us.

- Vice President of Security and Infrastructure



Future Outlook

- ✓ Continue improving communication through improved digital exchanges, aligning with CX transformation goals.
- ✓ Strengthen partnership to deliver innovative solutions within a unified platform.
- ✓ Provide insurers with cost-effective solutions to improve CX and stay competitive.

Improve your communications with secure, seamless solutions.

Contact us today to learn how DataMotion can help.



 DataMotion

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