

A Leading Pacific Northwest Health Plan Launches Secure Messaging at Speed—Without Disruption

Keeping service uninterrupted with a low-code, high-impact solution tailored to healthcare

About the Health Plan

A leading health plan in the Pacific Northwest provides comprehensive health benefits and tailored services to more than 2.8 million people. Like many organizations in regulated industries, the organization is deeply committed to member privacy, secure communication, and exceptional service experiences.

The Challenge

The health plan faced an urgent situation: their incumbent secure messaging solution did not integrate with Genesys Cloud, creating a critical barrier to streamlining member interactions across digital channels. While the existing system functioned, it could not support the organization's next phase of customer experience modernization.

Key Needs:

-  Enable secure communications without disruption.
-  Maintain continuity for CSRs with no retraining required.
-  Launch a compliant solution under an extremely tight timeline.

The Solution

The health plan selected DataMotion to rapidly implement a secure, integrated messaging solution that matched—and ultimately surpassed—their legacy setup.



Secure Message Center (SMC):

Low-code widget embedded directly into the member portal.



Smart Secure Forms:

Structured data collection to improve accuracy and routing.



Genesys + Dynamics 365 Integration:

Streamlined agent workflows.



Compliance:

Okta SSO + full HIPAA/HITRUST adherence.



The ability to go live in record time, without any impact to our customers, was critical—and DataMotion made it happen.

— Senior IT Program Manager

Case Study

Implementation at Speed

DataMotion partnered closely with the health plan's technical and customer service teams to:

- ✓ Deliver a full end-to-end solution rapidly.
- ✓ Mirror existing workflows to eliminate training needs.
- ✓ Embed secure forms into SMC to streamline inquiries and enhance routing.
- ✓ Expand post-launch integrations to support long-term CX goals.
- ✓ Leverage low-code flexibility to scale to new lines of business quickly.
- ✓ Simplify deployment with a widget that was easy to embed, configure, and manage.



We couldn't have done this without DataMotion's support. Their responsiveness made all the difference.

— Senior IT Program Manager



We came to DataMotion for one thing — but once they understood our workflow, they recommended solutions that added immediate value, like structured forms that made agent routing more efficient.

— Product Owner, Contact Center

The Results

First 48 Hours Post Launch

-  **600+ secure messages/day** flowing through the platform.
-  **1,000+ member logins** to the new portal experience.
-  **Zero technical issues** reported.
-  **High client satisfaction.**

First Month

-  **6,000 secure messages** exchanged in the first month.
-  **Zero downtime** at go-live.
-  **Full compliance** with industry security mandates.
-  **Future-ready foundation** for continued customer experience innovation.

Case Study

Member Experience Highlights

Since launch, the health plan has reported a surge in positive member feedback regarding faster response times and improved accessibility. Members now receive responses the same day—often within hours—compared to delays under the legacy system.

Member comments from service excellence surveys:

- ✓ “I was happy that my message was addressed very quickly.”
- ✓ “Rapid response and I was sent the correct information.”
- ✓ “Excellent responsiveness and customer service.”

This improvement in responsiveness and transparency has helped boost overall satisfaction and strengthen member trust.

Why It Matters

Secure, efficient communication is mission-critical in regulated industries. Whether managing healthcare member interactions, insurance claims, or sensitive customer data, organizations can't compromise on compliance, speed, or reliability. This health plan's approach—modernizing without disruption, integrating seamlessly with existing workflows, and maintaining full compliance—demonstrates a blueprint that works across regulated industries. The result: improved member/customer experience and operational efficiency for an organization serving 2.8 million people.

Quick Summary

Objective	Delivered
Replace legacy messaging	Secure Message Center embedded in portal.
Maintain CSR workflows	Matched key functionality to avoid retraining.
Improve member request flow	Integrated Smart Secure Forms.
Go live fast	Full deployment in 90 days from contract.
Ensure compliance	Okta SSO + HIPAA/HITRUST adherence.

Let's Talk

Curious how you can modernize without disruption?

[Request a Demo](#)

[→ Explore Our Platform](#)

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Many teams transitioning away from batch-style email processing see immediate operational gains: secure messages route directly into contact center workflows and are resolved far faster.

— Operations Team Leader

