



FACT SHEET APEXON & SALESFORCE

SALESFORCE HEALTH INSURANCE SERVICES



Access to affordable healthcare plays a critical role in our quality of life, and behind every great policyhealth insurance plan is a great relationship. Powered by Salesforce Health Cloud and Industry Cloud solutions for healthcare, we can empower reps, agents, and customers with exactly what they need exactly when they need it.

Insurance companies are not only responsible for providing quality health plans to their customers, but doing so with exceptional customer service.

From sales and marketing to group and member onboarding, and general administration, the entire health insurance community must be connected to a centralized hub to access information and fulfill requests. As a Salesforce implementation partner, Apexon can deliver CRM solutions capable of:






- Reaching customers on any device and channel—mobile, landline, email, or social
- Prioritizing and proactively addressing the most urgent cases first
- Building rich customer profiles, including life event alerts that can be leveraged for additional sales



More personalized journeys and augmented payer experiences are possible for large and small groups, individual markets and government plans with Salesforce for Insurance. Apexon will partner with you to conduct product configuration, group onboarding, interoperability, risk stratification, and more to ensure a seamlessseamless integration.

SOLUTIONS

Apexon has a 4-pronged approach to address the needs of modern health insurance companies and their customers:

	SOLUTION	OUTCOME
 Standardize Health Plan Sales & Administration	Streamlines quoting, onboarding, enrollment, benefits management, and renewals operations	Payers convert prospects faster and seamlessly retain members across business lines
 Optimize Provider Network Management	Provides a full view of the provider network with a new provider data model	Strengthens provider relationships with a complete view of the physician network from one place
 Personalized Contact Center Experience	Displays relevant patient data from multiple systems on a single screen	Agents connect patients to the right care faster without having to toggle between systems
 Scale Member Care Management	Extends the member profile to include membership, benefits, and claims information	Can scale care management programs and keep members engaged in their health
 Automated Workflows	Automate typical business processes like preauthorization requests, processing claims	Frees up the service agents from repetitive and mundane tasks, and enables them to focus on resolving more complex and time-critical issues

DELIVERABLES



Get to know your customers on a deeper level

- Quickly get AI-recommended actionable insights and next best actions recommended for each claim to improve customer satisfaction
- Access customer profiles that show claims, policies, and life events in one place



Connect with and delight customers on every channel

- Engage policyholders on their preferred channel by phone, email, or video
- Review customer interactions on social, email, phone, and web



Deliver outstanding customer service with the right tools

- Easily review and approve Care Authorization Requests with all the relevant insights, all in a single platform
- Reduce Grievances and Appeals and resolve general member queries quickly and efficiently with real-time alerts



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

