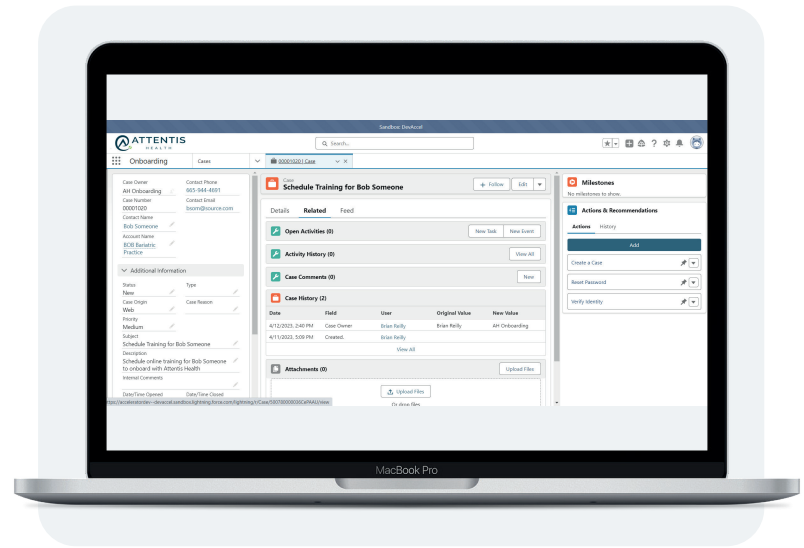


Shop & Enroll

The Individual & Family Plans (IFP) Shop & Enroll solution is a Salesforce-based accelerator, called an 'AmpliFire', that powers the sale of health insurance plans for individuals and their family members. This solution is primarily built within a consumer portal (direct to consumer) context, but it can also be featured in broker portals or utilized by internal Salesforce platform users. It enables consumers and brokers to shop for and enroll in individual and family plans on- and off-exchange – online, over the phone, or in person.



Key Features and Functionality

1

Broker Portal Integration: The AmpliFire can either stand alone or be integrated into a broker portal, allowing brokers to log in and utilize the shop and enroll functionality on behalf of their clients.

2

Quote History and Revisions: The AmpliFire captures and retains quote history, including revisions made by brokers. Brokers can access and review previous quotes, make edits, and re-quote as necessary. This feature facilitates a comprehensive and dynamic quoting process for brokers and their clients.

3

Salesforce Data Architecture: All data generated through the shop and enroll process, including demographic information, quotes, and selected plans, is stored in the underlying Salesforce data architecture. This ensures data integrity, allows for reporting and analytics, and enables easy retrieval and sharing of information across different user roles.

4

Configurability and Customization: The IFP Shop & Enroll AmpliFire starts out as a base model, typically representing 60% to 80% of the functionality payers require. From there, it's configured and polished to satisfy the unique requirements of each health plan.

5

Omni Script Integration: The shop and enroll flows are built using OmniScripts, leveraging Salesforce's OmniStudio technology. This enables consumers, brokers and call center agents to assist customers, guiding them through the process seamlessly. Integration with CTI providers and using IVR logic further streamlines the data capture process, eliminating the need for agents to search for customer information.

6

Product Catalog and Rating Engine Integration: The AmpliFire supports both an on-platform product catalog to manage products (plans) with review and approval cycles, plan availability and eligibility rules as well as comprehensive rating functionality. Also supported is an integration with external product catalogs and rating engines.

Benefits

1

Streamlined Enrollment Process: The IFP Shop & Enroll AmpliFire simplifies the enrollment process for all sales channels such as brokers and consumers. It provides a user-friendly interface for generating quotes, comparing plans, and enrolling in individual and family health insurance coverage.

2

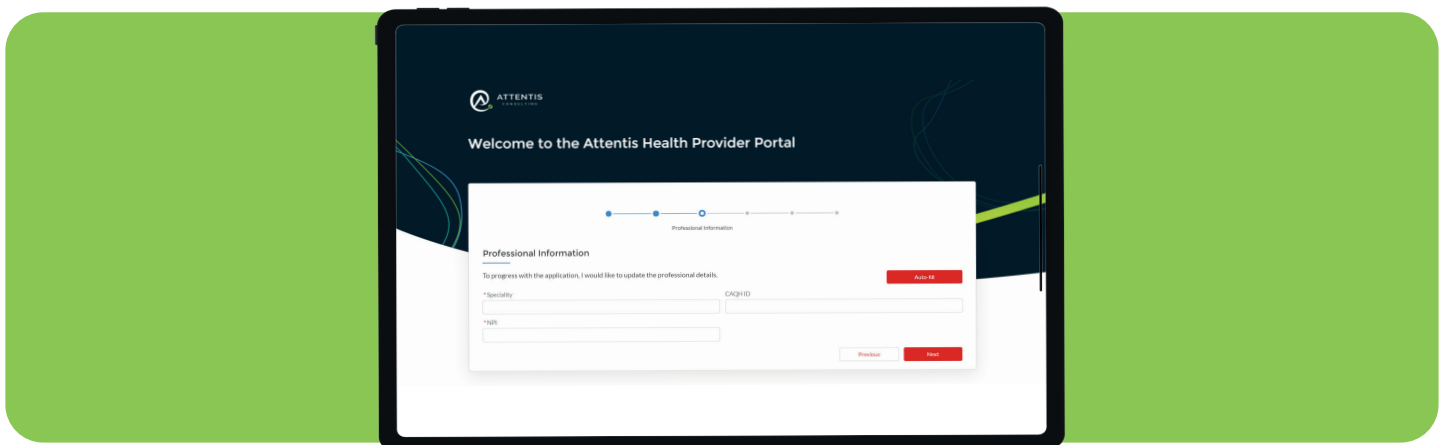
Comprehensive Data Storage: All data captured during the shop and enroll process, including demographic information, quotes, and selected plans, is stored within Salesforce. This allows for robust reporting, native analytics, and easy access to historical information for various business users and other stakeholders.

3

Increased Efficiency and Accuracy: By digitizing and automating the quoting and enrollment process, the AmpliFire reduces manual errors, improves efficiency, and accelerates the overall sales cycle. It ensures consistency in data capture and eliminates the need for redundant data entry.

4

Flexibility and Configurability: The AmpliFire can be tailored to align with customers' existing workflows, accommodating their preferred tools and processes, as well as integrating with existing solutions. With configurability options, customers can adapt the solution to their unique requirements and optimize the user experience.



About Attentis

We're Attentis Consulting, the go-to Salesforce solutions integrator for the Healthcare industry. Our team of certified Salesforce experts has the technical and industry know-how to bring our clients' vision to life. Whether it's for Payers, Providers, Pharmacy Benefits Managers (PBM),

Patient services, or other healthcare challenges, we've got you covered. Our passionate and dedicated Salesforce professionals thrive on tackling complex challenges and finding the most effective path to success—every time, on schedule, and within budget.