

Claims & Underwriting

Technology and the Customer Experience

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17th Annual Intercompany Long Term Care Insurance Conference



- Mark Beagle
 - Claim Program Leader, Genworth
 - ALHC, ALMI, LTCP, ACS
 - Certified Scrum Product Owner

- Mike Gilbert
 - President, AssuriCare LLC

Agenda



- Why are we here?
- Survey Results
- Customer Value
- Claims Payment Process
- Wrap Up / Q&A

Why are we here



- LTC industry lags behind other insurance in terms of customer facing technology
- LTC Claims has a very frequent touch and impact on customers and their families compared to other types of insurance
- Improving customer experience can impact overall company perception

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Survey Results



Survey Results



- 16 respondents to the survey
- Could be multiple respondents from the same company
- To serve as a discussion guide
- Discussing a selection of the survey responses

Viewing Policy Information



Does your company have the ability for your customers to view their LTC policy information online?

Yes	3
No, but plan to	6
No and have no plans	7

If they can see their LTC policy, what type of info is available?

Coverage	3
Premium	4
Banking	0
Policy Docs	3

Can your customers view other products?

No, no policy info online	6
Life Insurance	3
Annuity	2
Other	7

If your customers can't view their LTC policy information online, what do you think is the driving factor?

Cost outweighs value	3
Small number of policies	6
Concerned about PHI online	7
Our customers aren't interested	1

– P&C, Group, Mutual Funds, Med Supp, LTD, STD

Viewing Claim Information



Does your company have the ability for your customers to view their LTC Claim information online?

Yes 3
 No, but plan to 9
 No and have no plans 3

If they can view their LTC claim, what type of info is available?

Status	4
Payment info	4
Banking	1
Policy Docs	2

Can your customers view other claims?

No, no policy info online 8
 Life Insurance 1
 Annuity 0
 Other 6
 • P&C, Group, Mutual Funds, Med Supp, LTD, STD

If your customers can't view their LTC claim information online, what do you think is the driving factor?

Cost outweighs value	4
Small number of policies	2
Concerned about PHI online	4
Our customers aren't interested	2

Updating / Submitting Information



***If they can access their policy,
can they update information?***

Coverage	0
Premium	1
Banking	1
Policy Docs	1

***If they can view their LTC claim
online, can they update info?***

Coverage	0
Banking	1
Contact info	1

Using Mobile Technology



Are your customers able to see information through a mobile application?

Yes, policy info	2
Yes, claim info	0
Yes, both policy and claim	1
No	12

If yes to mobile application, what can they do?

View info	2
Update info	2
Transmit/Upload docs	0

Do you (or through a vendor) offer a mobile application that can be accessed by a 3rd party to transmit information?

Yes, medical records	0
Yes, billing invoices	0
No	13

Do you (or through a vendor) offer a mobile application for nurses to complete the onsite assessment?

Yes, Home Health Care only	0
Yes, Facility Care only	0
Yes, all benefit types	2
No	11

So what did we learn?



- Not a lot of LTC policy or claim information accessible online
- Some plan to offer both in the future
- Those that don't plan to either:
 - Don't have the volume to support, or
 - Have cost/PHI concerns
- A couple think their customers aren't interested

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Customer Value Mapping



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What do your customers want?



- How do you find out what your customers want?
- Does that enhance your business case for investment?
- Are there other indirect benefits?

Customer Value – Journey Mapping



What is the claimant's story?

I need to **know what the claims process entails and what's going to happen next** so we can get reimbursed as soon as possible for care.

I need to be able to **get this done** so I can go back to supporting my loved one or focusing on my health.

I need to be able to communicate about my claim with **someone familiar** with my situation through **multiple channels** – online and offline.

I need to start getting paid **as soon as possible** to pay for care.



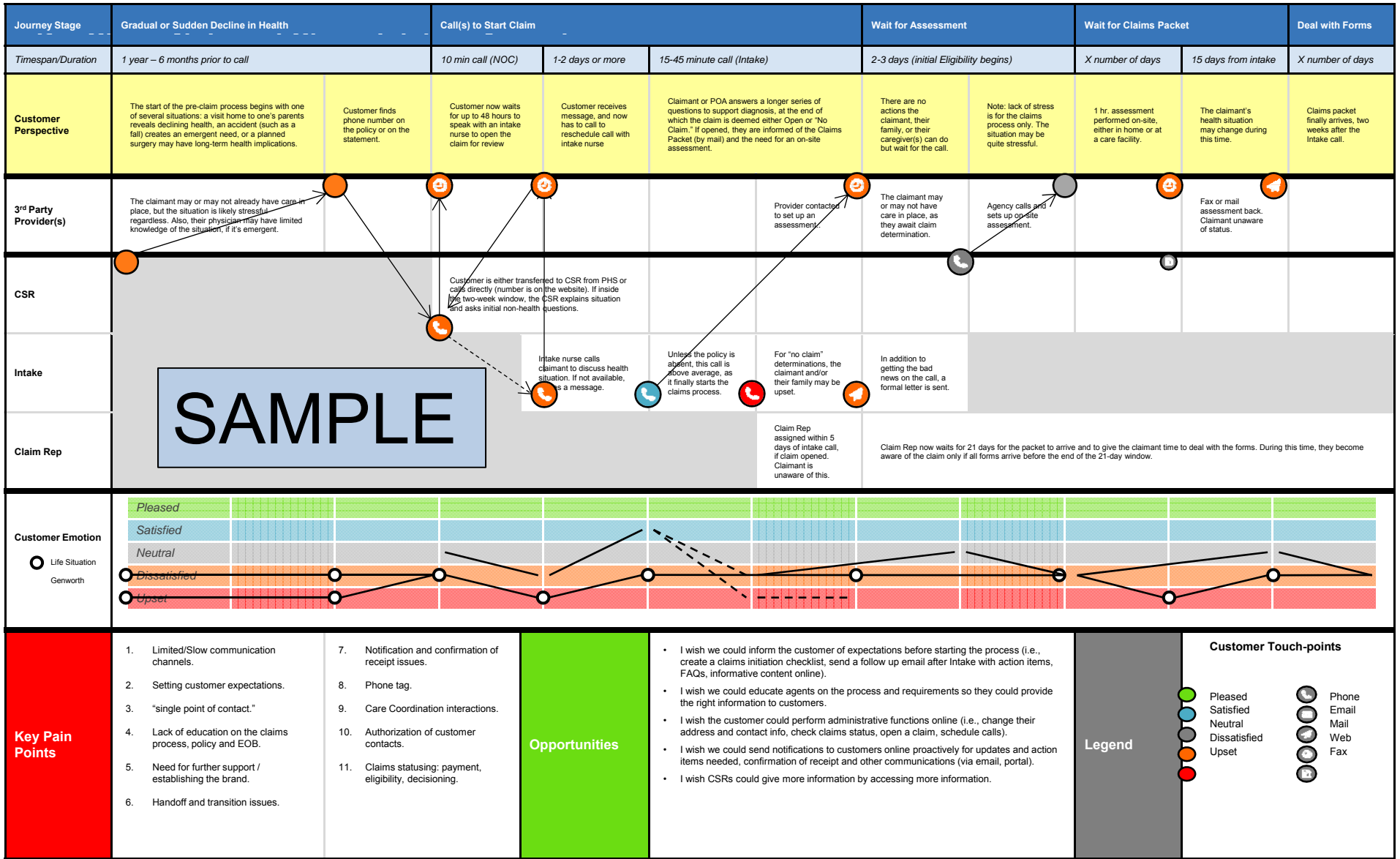
I need to open a claim for myself or my loved one quickly and in one phone call so we can get the support we need during this difficult time.

Potential Customer Pain Points?



1. How limited and slow are your communication channels and processing?
2. Do you properly set customer expectations?
3. Are there many points of contact throughout the life of a claim?
4. Is there lack of customer education on the claims process?
5. Is there a lack of notification and confirmation of receipt of documents?
6. Lot of phone tag?
7. Have there been negative Care Coordination interactions?
8. Not properly authorizing customer contacts.
9. Do you providing clear information about status of claim?
 1. Pre-Claim?
 2. During claim approval?
 3. During payment process?

Sample Customer Journey Map



So you figured out value – what's next?



- Determine what technology solution provides the value that the customers seek (Web, App, Automation, etc)
- Complete cost vs benefit analysis
 - Not all benefits are directly \$ driven
 - Some are indirect benefits
- Sell the key decision makers

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Claims Payment Process

Using Technology to Improve the Customer Experience



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- What are clients/providers looking for?
- Methods for achieving on-line goals
- Benefits of on-line claim submissions
- “Voice of the customer”

What are customers looking for?



- Clients / Families
 - Simple, easy-to-understand process
 - Rapid processing and reimbursement
 - Understanding when claims have been processed, and when they will be paid
 - Control of the process
 - Easy access to historical claim information

What are customers looking for? (cont.)



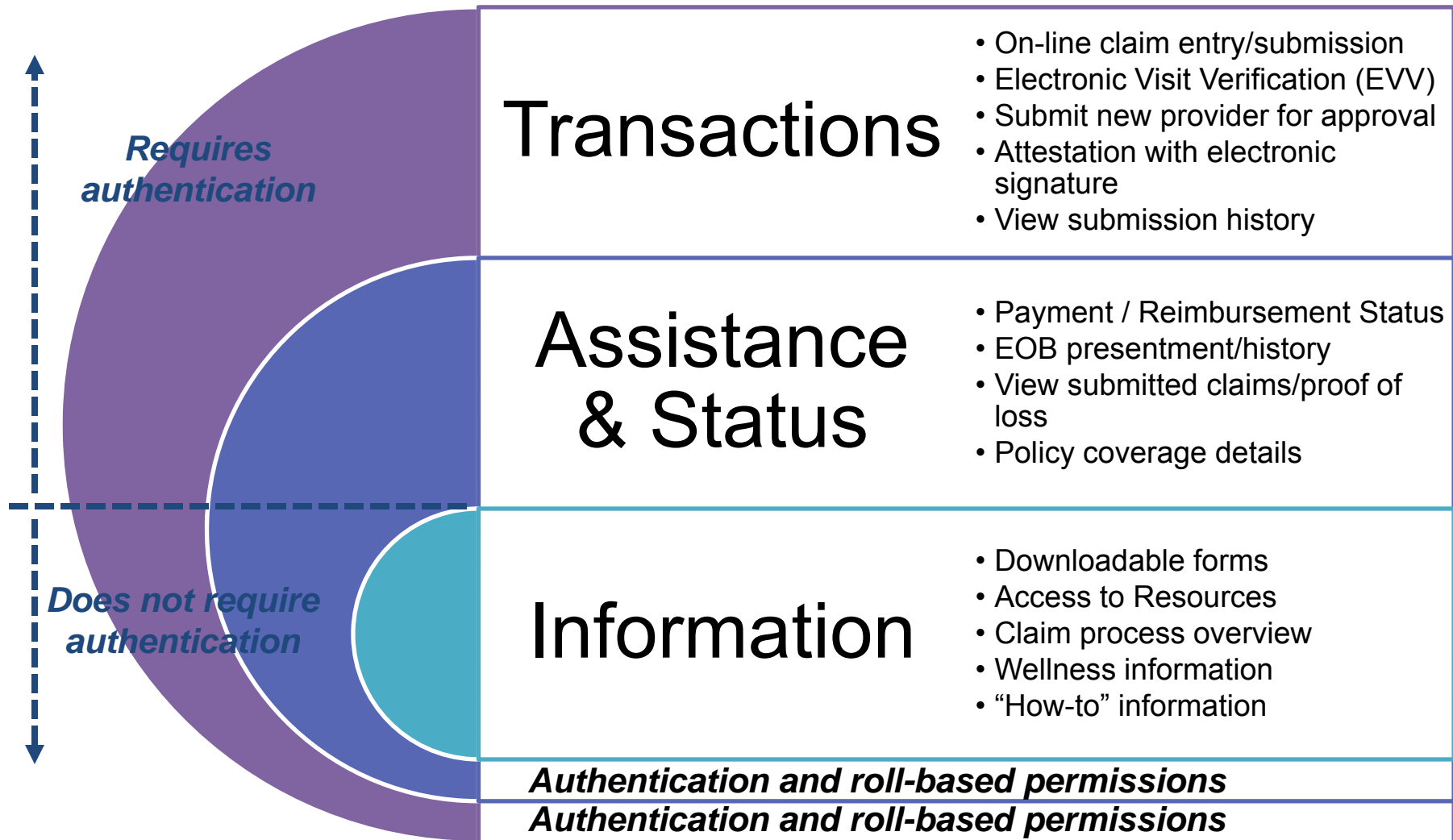
- Providers
 - Simple, easy-to-understand process
 - Ability to manage different claims across multiple insurers as simply as possible
 - Rapid processing & reimbursement (with AOB)
 - Control of the process (with AOB)
 - Easy access to historical claim information
 - Integration with their existing management system

What are customers looking for? (cont.)



- Your claims team
 - Proof of loss that is clear, easy to read and easy to process
 - Claim submissions that are clean and in good order (IGO)
 - Obtain only the information needed to pay the claim
 - Spend less time on data entry (low value), more time on adjudication (higher value)
 - Happy claimants and providers (fewer calls)

Possible Components of On-line Claims Portal



Two Possible Approaches



Option 1: “Roll Your Own”

- LTCI creates own branded website
- Develop those functions which are most important to the carrier/customer relationship
- Implement base functionality first, then expand and add functions and capabilities over time
- Pros:
 - Completely customized for needs of LTCI
 - Owned by LTCI, not dependent on third party
 - “Own” the customer relationship
- Cons:
 - Large technology development expense
 - Benefits not available immediately – years to implement
 - Don’t get advantages of technology investment from other companies

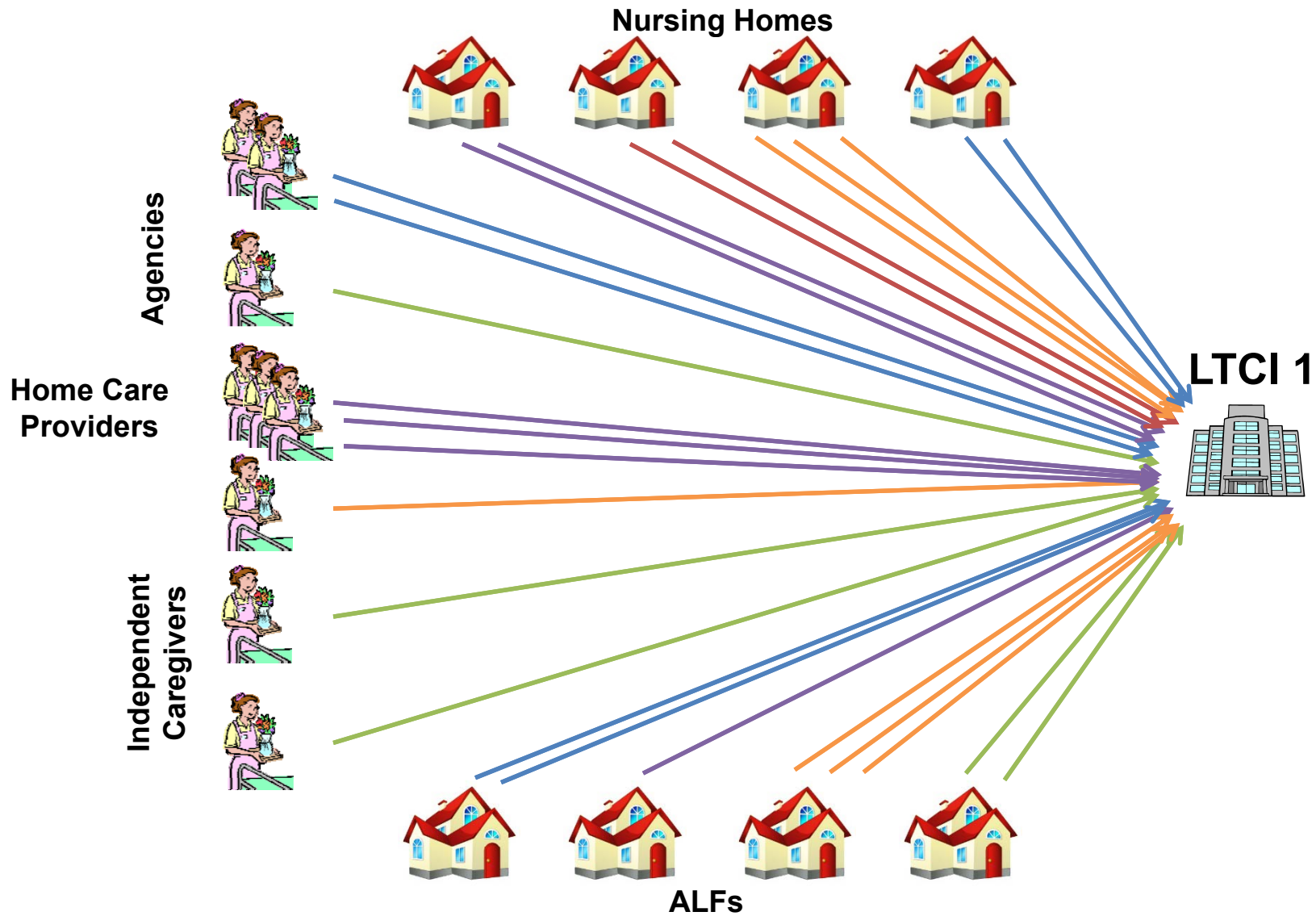
Two Possible Approaches (continued)



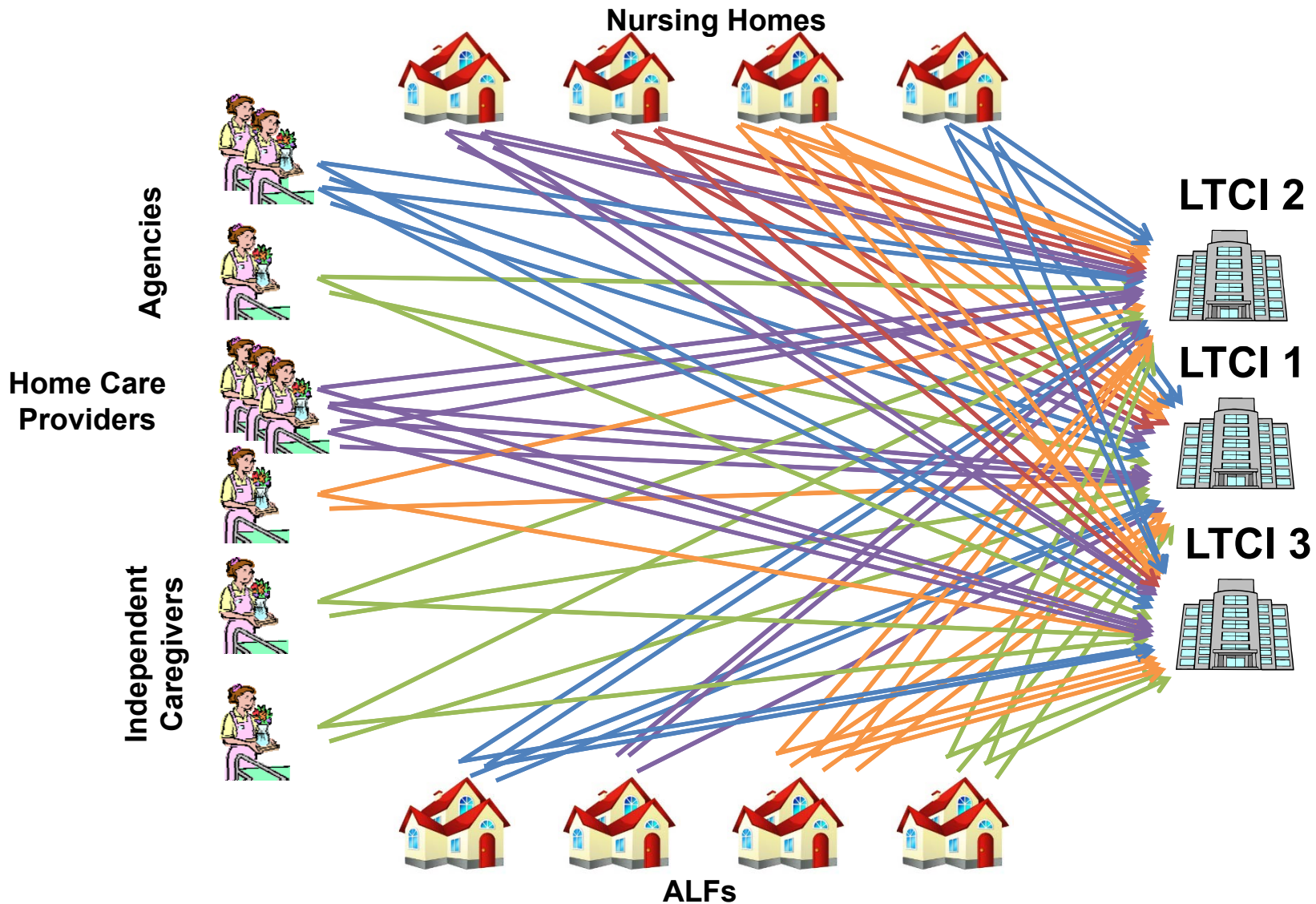
Option 2: Join a Clearinghouse

- Clearinghouses have been in existence in other lines of insurance for many years (very prevalent in health insurance)
- Introduced in Long-term Care in last 6-7 years
- LTCI ties into clearinghouse for data feed of invoice information
- Leverage technology already developed and proven with other LTCIs
- **Pros:**
 - Significantly smaller up-front technology development costs
 - Processes in place and available immediately
 - Gain advantages of technology investment from other companies
 - Providers already aware of or using the process with other LTCIs
- **Cons:**
 - Less customized for needs of a specific LTCI
 - May be presented to customer under the clearinghouse brand – not completely under the LTCI's umbrella
 - Additional third party involved in claim process and customer relationship
- Not mutually exclusive with Option 1 (can likely integrate)

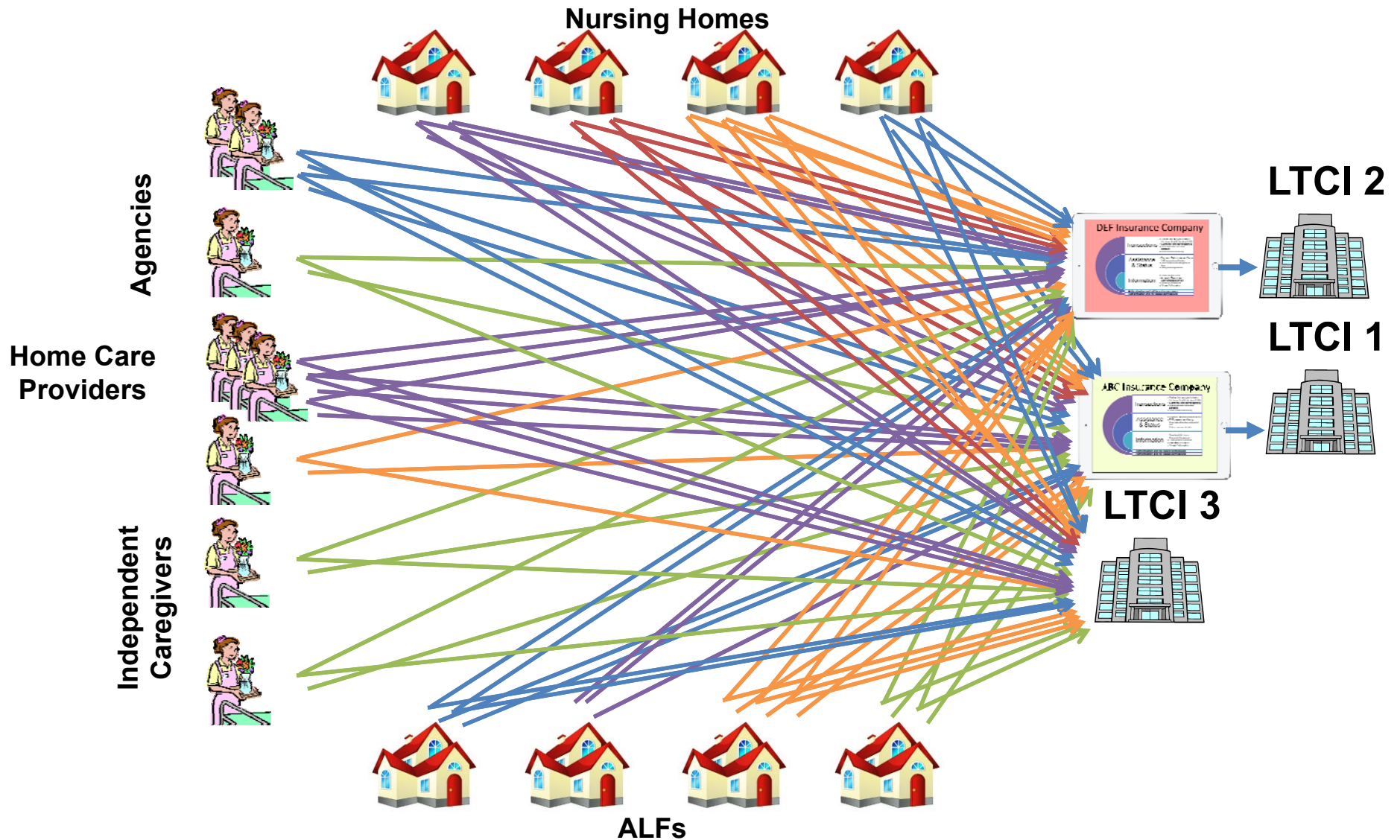
Providers Submitting Proof of Loss



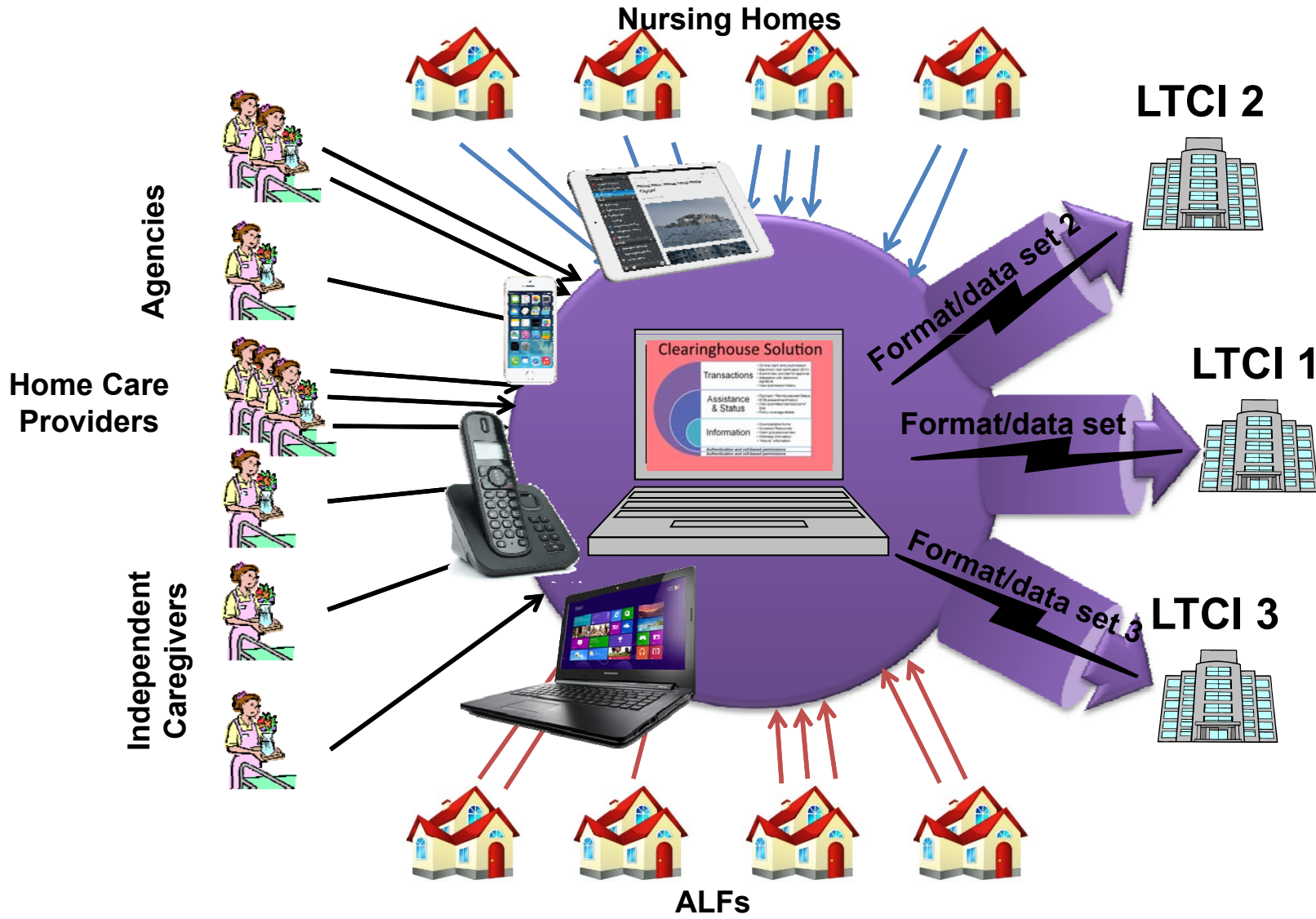
Thousands of Providers Submitting to Dozens of Insurers / Administrators



“Roll Your Own” Website Approach



Clearinghouse Approach





Entry of structured data

- By providers & claimants
- Into web interface or using mobile app / telephony

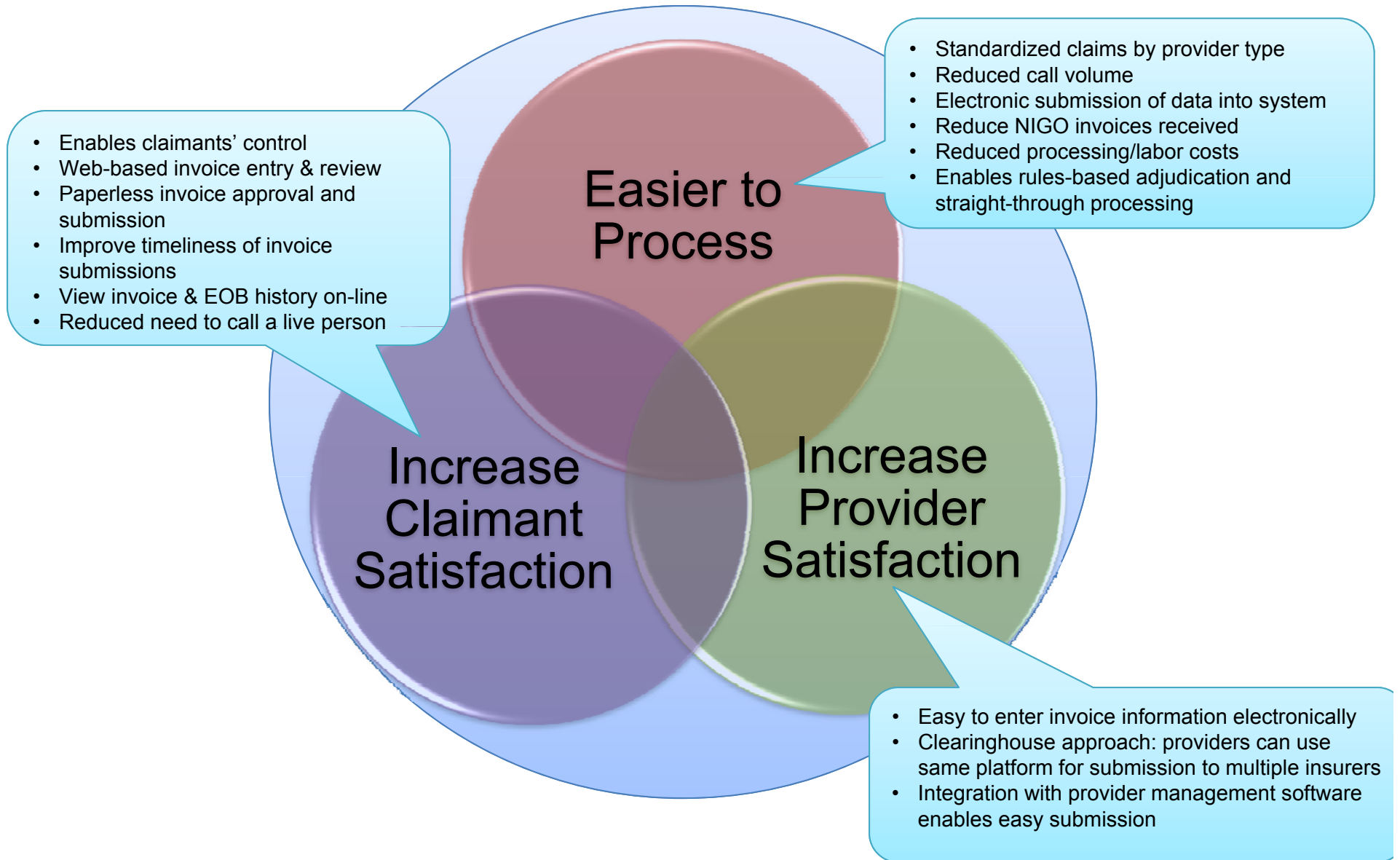
Data Conversion for multiple uses

- Claims processing
- Reporting
- Analytics

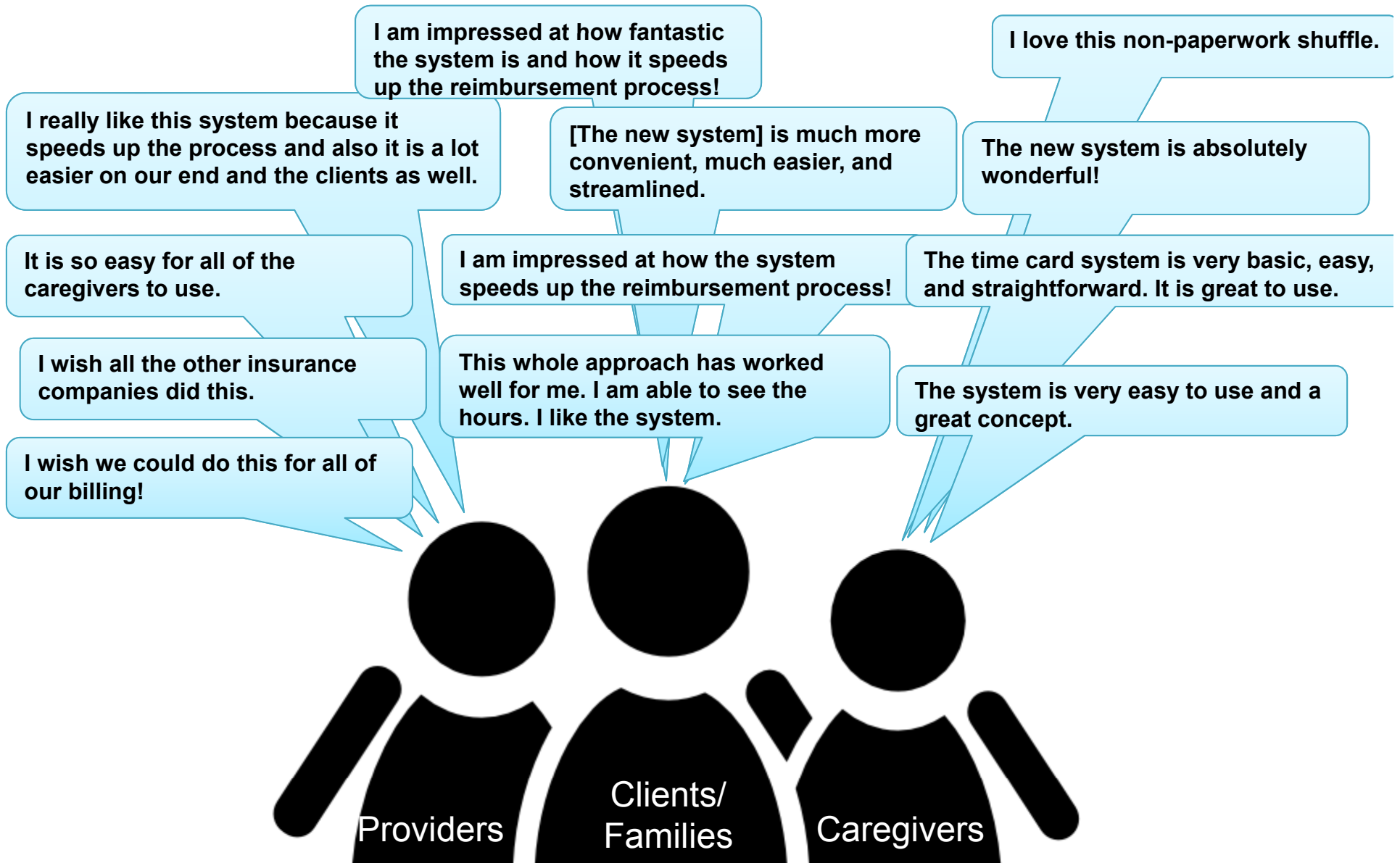
Rules-based Processing

- Auto-Adjudication
- Straight-through procesing

Benefits of on-line Claims Submissions – Either Approach



“Voice of the Customer” (Actual Quotes)





- Answer the question: what are clients/providers looking for?
- Two methods of achieving these goals
 - “Roll your own” website
 - Join a Clearinghouse
- Evaluate costs and benefits of on-line claim submissions
- “Listen to the customer”



Questions?

Thank you for your participation!!!