

BUILDING LASTING RELATIONSHIPS TO GROW YOUR BOTTOM LINE

Experienced People, Processes & Technology



Retention strategies that drive revenue and market share

LoyaltyLink's integration of advanced customer service and targeted retention strategies are designed to generate incremental growth and drive stability. LoyaltyLink delivers:

- Reduced administrative costs by 20% per 100,000 members per month within 90 days of implementation
- Improve policy retention rates by a minimum of 10%
- 10% success rate for cross-selling new products to existing customers

BEING PROACTIVE PREVENTS LAPSES

Healthcare reform is making it tougher to grapple with high lapse rates that threaten profitability. Analysts expect lapse rates to increase by up to 50% by 2014. **But they don't have to.** Building solid relationships with your customers and addressing issues before they escalate can dramatically and positively affect member retention.

HealthPlan Services' LoyaltyLink delivers innovative solutions and utilizes multiple touch points to strengthen customer loyalty. Best of all, LoyaltyLink can often exceed your retention goals at dramatic savings over your current approach to customer service and relationship management.

GOOD COMMUNICATION MAKES YOU LOOK GOOD

HealthPlan Services' LoyaltyLink provides a full continuum of customer support and relationship management services including:

- Proactive monitoring and data modeling to develop and deploy risk-specific retention strategies
- Dynamic integration of internal and third-party data including demographics and corpographics to drive targeted tactics to improve retention rates
- Dedicated teams of licensed retention specialists to capitalize on cross-selling opportunities
- Renewal notification for multiple products using a single member communication
- Rapid turnaround to address counter-intuitive findings

FAST & EASY TRANSITION TO LOYALTYLINK

Like all **LinksSM** services, LoyaltyLink functions on HealthPlan Service's proprietary business aggregation platform, so you can migrate large blocks of members quickly, accurately, and easily.

In fact, with our transition program, you can begin to recognize improvements within 90 days of implementation.

For more information on HealthPlan Services' LoyaltyLink, contact a HealthPlan Services LinksSM representative at 877.300.9488 or Links@healthplan.com.