

CASE STUDY

Texas-Based Health Plan Improves End User Experience with HealthTrio Provider Portal

Community First Health Plans was established in 1995 by University Health specifically to begin providing health care coverage to the citizens of Bexar and its seven surrounding counties. As the only locally owned and managed non-profit health plan in South Texas, their commitment to their members is to provide great health care benefits backed by outstanding service, delivered by people who live right in their service area. Their goal is to help San Antonio and surrounding areas achieve more successful health outcomes by putting community first.

Previous Portal Challenges

Community First had an outdated provider portal that was difficult to navigate for the end user, resulting in low utilization and increased operational effort to help their providers with simple tasks that ideally could be completed independently through their portal.

Wishlist for New Portal

Community First had a strong need to provide an easy-to-use and empowering portal for the providers in their network. The portal they were using lacked the self-help tools and functionality needed to allow providers to:

- Digitally submit claims, claim appeals, and authorization requests
- Have streamlined and easier communication process for outcomes of all engagements with Community First
- Reference member claims
- Quickly find information relevant to them
- Easily look up member eligibility

Why Community First Chose HealthTrio

When researching and evaluating portal suppliers, Community First was determined to find a solution that looked modern with a simplified design and user experience, was easy to adapt to their needs, gave them some control over changes they needed to make quickly, and provided a one-stop-shop solution that answered their provider and member needs.

After speaking with multiple vendors and demoing their products, the Community First team immediately realized how impactful the move to HealthTrio's provider portal could be for their end users. HealthTrio's ease of use and simplified navigation stood out among the competition. The challenges Community First faced with their previous vendor also made HealthTrio's ongoing dedication to updating the functionality and performance of the portal as needed a strong factor in their decision to choose HealthTrio as their portal supplier.

Community First's Roll-Out Process

Prior to the launch of their new provider portal, Community First provided ample notice to their provider network that a change to their platform was coming. They provided screenshots in notices that were electronically sent out, so their providers could begin to get familiar with the new portal coming their way.

As part of their thoughtful roll-out campaign, they:



Listed out what providers could now do on the portal with the new features available to them



Created a promotional video to get them excited about how this portal would be new and improved



Asked providers to participate in testing so they felt they had buy-in to the final product

Post-implementation, it was important to Community First that providers increase the use of the portal. To help drive engagement, their team made it a priority to put anything a provider may need access to in the portal. Instructions, guides, and training sessions on how to find and use this information was made easily accessible to ensure providers felt comfortable navigating the portal.

Community First continues to communicate with their providers through the portal and encourages ongoing use through all their communication channels, including reinforced messaging from their internal departments that communicate or engage with their providers.

The Results

Since implementing HealthTrio's provider portal, Community First has seen increased engagement among a large percentage of their provider network. Their end users can take advantage of the self-service tools within the portal to address most of their needs, leading to reduced call volume and email requests to their support center for one-on-one assistance.

With over 80% of their provider network enrolling in the new portal, Community First can now provide a faster and easier experience to a majority of their end users. Having a large portion of information and resources they need to work with Community First on the portal has allowed for more independence among their providers. This level of empowerment has led to noticeable benefits for all involved parties.

"From the beginning, **HealthTrio has been responsive and adaptive to our needs** and open minded to creating solutions that conform to the limitations of our organization, which we appreciate very much. Our providers have expressed that we are **one of the best and easiest MCO's to work with in comparison to our competitors and the ease of use of our portal contributes to that.** They really like the improvements we made and are looking forward to adding more features soon."

JUDY RAZO, EXECUTIVE DIRECTOR, CORPORATE COMMUNICATIONS & EXPERIENCE

About HealthTrio

For over twenty-three years, HealthTrio has supported health plans, third-party administrators, and integrated delivery networks to decrease costs, increase access, and improve health outcomes. We provide digital engagement and marketplace solutions that optimize eligibility and enrollment, self-service, value-based care, healthcare consumerism, and real-time integration.

Our customizable, secure platform provides you with a comprehensive suite of tools – from everyday solutions such as eligibility, plan shopping and enrollment, benefits, and claims to advanced features supporting provider quality performance, cost transparency, and automated authorizations.

INTERESTED IN LEARNING MORE?

Contact us at learnmore@healthtrio.com for more information.