



# HEALTHCARE INSURER ACCELERATES SALES WITH CLOUD ENROLLMENT PLATFORM

## CLIENT OVERVIEW

A leading provider of healthcare plans wanted to streamline the enrollment process to boost the employer and broker experience.

The healthcare insurance enterprise sought an advanced platform to help brokers and HR teams process applications of new groups and manage existing groups as well as discrete members more efficiently. Infosys implemented a cloud platform using Salesforce Industries (formerly Vlocity) to increase the scale and pace of enrollment.

### KEY CHALLENGES

Inconsistencies and errors due to manual application processing



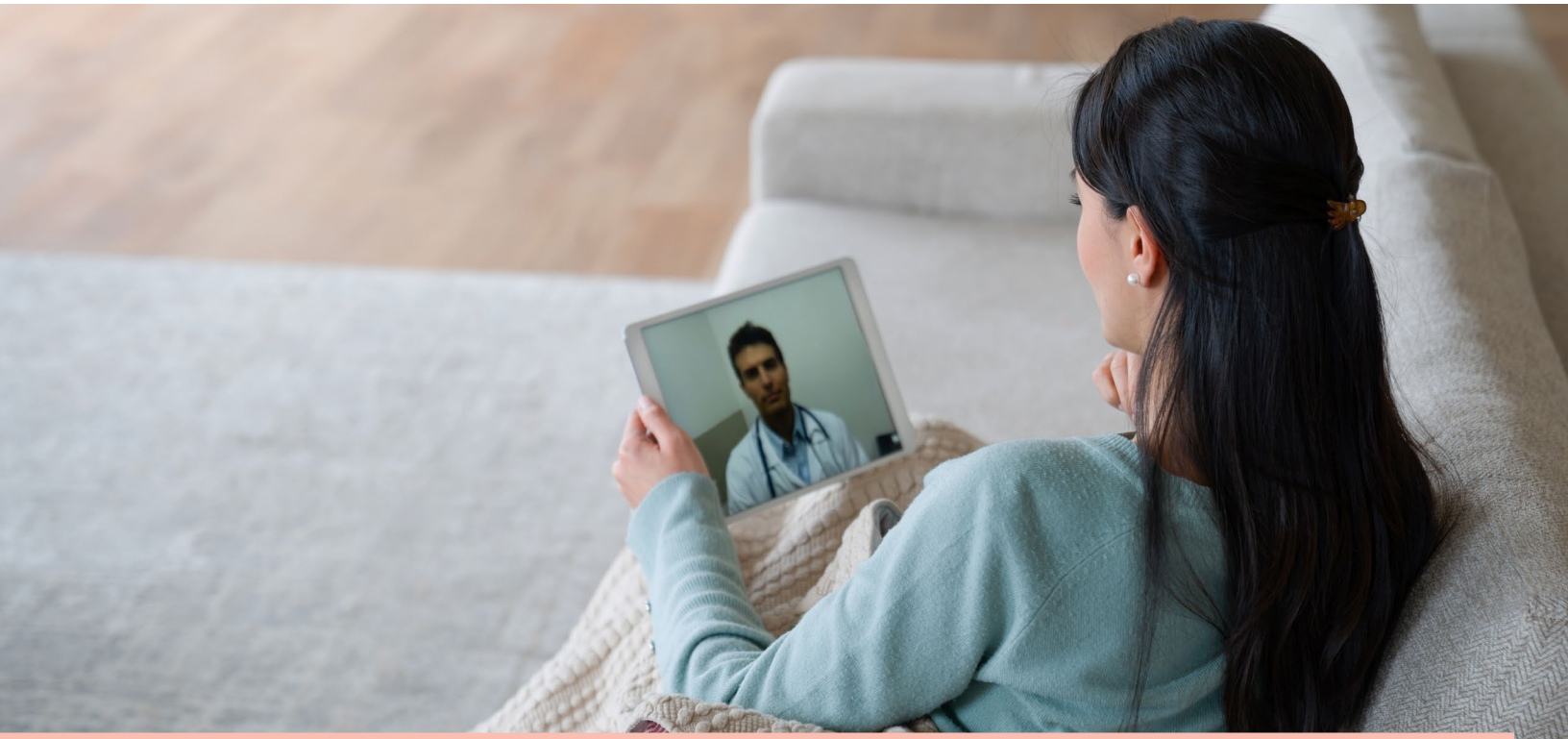
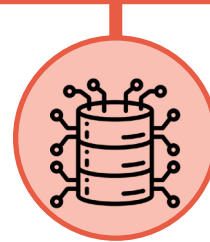
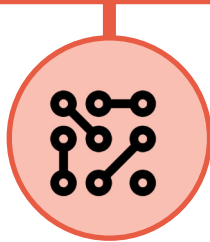
Huge volume of calls due to the lack of a comprehensive self-service channel for brokers and employers



Seamless data migration spanning subscriber, member, product, plan, and other details of small businesses and large groups

OUTCOME

Robust data integration via Dell Boomi middleware ensures single source of truth for legacy data and application updates



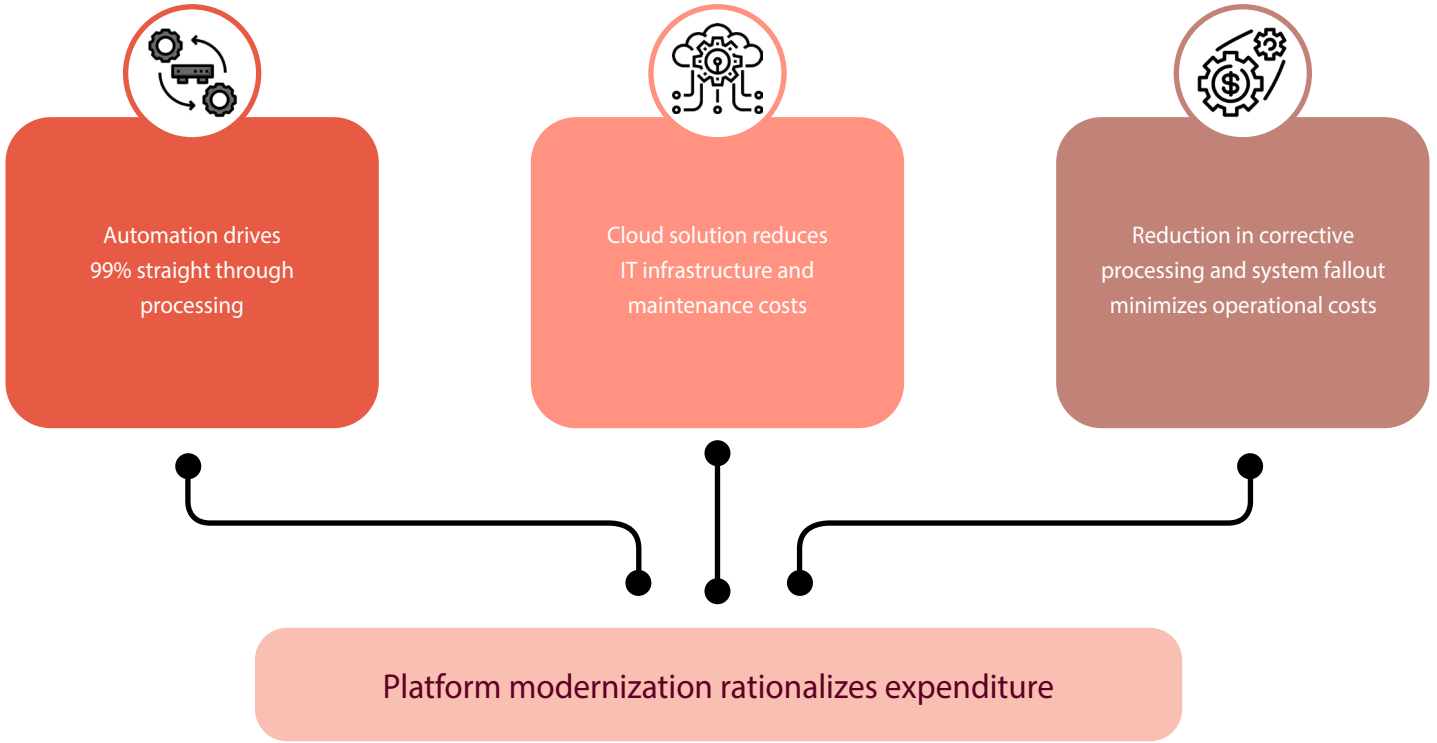
## Cloud solution boosts agility and speed-to-market

Infosys developed a portal for brokers and HR / administration teams of employers to enroll and maintain small, large and premier groups and individual members. The platform powered by Salesforce Industries (SFI) also simplifies renewal of health plans. Notably, it provides accurate data and a single source of truth by synchronizing modifications to group and member data.

Automation of the enrollment process ensures faster turnaround and transparency across the sales cycle. In addition, it supports underwriting and provides near real-time transaction confirmation.

Our team combined Salesforce FlexCards, OmniScript and Lightning Web Components to enable intuitive navigation, support data validation, and minimize customization.

The digital platform enables self-service for brokers. Reengineered maintenance flows help brokers access Salesforce customer communities to edit group data, update member demographics, reinstate subscribers, add dependents, and change plans.



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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