

# OUR BUSINESS IS ENSURING CLIENTS' SUCCESS



Acquire | Service | Retain

## OUR VALUE PROPOSITION

HealthPlan Services has more than 40 years of experience providing organizations like yours with administrative solutions that lead to profitable growth, operational efficiency and savings, and speed-to-market. We achieve these results with:

- Scalable, business-driven technology platforms
- Industry-leading billing aggregation and financial systems
- Alternate and traditional distribution networks
- Analytics-based retention

## LINKS TO ACQUIRE, SERVICE, & RETAIN YOUR CUSTOMERS

HealthPlan Services, the largest independent provider of sales and distribution, billing and benefits administration, and customer services solutions to the health insurance and managed care industries, created the **Links<sup>SM</sup>** suite of service to address your operational needs. We designed each service to help you with a particular aspect of your operation – from acquisition, to service, to retention – while decreasing costs and maximizing revenue through growth. Find out how we can connect you to success with **Links<sup>SM</sup>**:

### SalesLink

- Increase closing ratios by **50%**
- Expand your organization's sales resources by **20%**
- Reach **10 times more** agents
- Tap into a network of independent agents through our insurance agency, Benefits Hub
- Multi-product and multi-carrier quote aggregation platform

### PayLink

- Potential for **30%** operational savings
- Multi-product billing aggregation
- Automatically and accurately allocates all payment dollars to each product
- Web self-service portals

### LoyaltyLink

- Improve policy retention rates by a **minimum of 10%**
- Tracks data to develop and initiate customized risk retention strategies
- Utilizes third-party data, including demographics and corpographics, to identify and improve retention tactics
- **10%** success rate for cross-selling new products to existing carriers
- Reduces administrative costs by **20% per 100,000 members** per month

### ClaimsLink

- **70%** auto adjudication rates
- Over **5 million** claims process per year
- Perform pre-certification, medial management, and other services with outside companies
- Access specialized fraud and medical review services
- Delivers detailed, automated real-time reports to carriers

### RebateLink

- Fully-integrated rebate solutions
- Audit support
- Real-time monitoring and integration of latest MLR policy requirements
- Multiple entry and exit points including rebate refund and disbursement feeds

## CONNECT TO SUCCESS WITH LINKS<sup>SM</sup>

Count on HealthPlan Services for end-to-end expertise and unrivaled personal service. We can seamlessly transition

your business to any of the programs – or combination of programs – quickly and easily.

For more information on HealthPlan Services' Links<sup>SM</sup> Suite Of Services, contact a HealthPlan Services Links<sup>SM</sup> representative at 877.300.9488 or [Links@healthplan.com](mailto:Links@healthplan.com).