Technology Solutions For A New, Complex Environment

Connecting Your Organization To Public & Private Insurance Exchanges

As the healthcare environment grows more complex, and as health insurance exchanges take shape on a state-by-state basis and in the form of insurance e-tailers, organizations like yours require effective methods to process and handle data across multiple platforms. In short, your organization needs to digitally “speak” with multiple distribution channels.

ExchangeLinkSM, a main component of the LinksSM Suite Of Services, provides carriers with an information transfer platform to meet your needs and, in the process, increase efficiency at nearly every phase of a member’s experience with your organization.

Complexity Simplified

We developed ExchangeLinkSM as part of HealthPlan Services overarching “Go-To-Exchange” strategy, which leverages our more than four decades of experience in data integration, member services, financial management of customer relationships, and member retention. Capitalizing on this expertise, ExchangeLinkSM allows your organization to make products available on multiple states’ insurance exchanges and e-tail sites without the expense or time delays of building unique interfaces with each distribution channel. In addition, it offers the flexibility and capacity for customization to address each exchange’s and each state’s different operating models.

The platform’s business and technology adapters facilitate:

- Plan management, including cataloguing & publishing your organization’s approved Qualified Health Plans using ExchangeLink’s “Configurator Console”
- “Quote-to-card” management of enrollment for individuals, including data capture and transfer
- Financial Management of members’ accounts, including:
  - Calculating and billing member contributions
  - Reconciliation of Premium Tax Credits
  - Application of Premium Tax Credits

Be Prepared To Move Forward Faster

Now, your organization can participate in exchange-based distribution – from purchase to renewal – with speed and confidence.

For more information on ExchangeLinkSM, contact a HealthPlan Services representative at 877.300.9488 or solutions@healthplan.com.