



SUCCESS STORY HEALTHCARE

US HEALTHCARE PAYER LAUNCHES HYBRID APP & ADDS 100K+ NEW USERS

Apexon digital engineering effort improves customer experience, drives operating efficiencies



As the healthcare landscape rapidly evolves, payers must reimagine themselves to support the delivery of better quality healthcare services and improve customer experiences.

The customer, a Michigan-based payer, wanted to expand their active user base and improve engagement with its 1 million policy members by being available on multiple channels. They also needed to be compliant with regulatory requirements while improving stakeholder collaboration and enhancing user access and security.



THE RESULTS

KEY OUTCOMES

With managed services and an outcome-based delivery model, Apexon was able to deliver a host of business benefits, including:



**OVER 50% IMPROVEMENT
IN SYSTEM RESPONSE
TIME WHICH ENHANCED
TIME-TO-MARKET**



**MULTIPLE FORM
FACTORS RESULTING
IN BETTER CUSTOMER
EXPERIENCE**



**EXPANSION OF THE
USER BASE TO 100K+
NEW USERS**



**250K+ MOBILE APP
DOWNLOADS**



**INTEGRATIONS OF
80+ WEB SERVICES &
AUTOMATION OF 600+
TEST SEQUENCES**



**ENHANCED USER
ACCESS & SECURITY**



**ADHERENCE TO UI
GUIDELINES & DATA
ENCRYPTION STANDARDS**



**COMPLIANCE WITH
HIPAA GUIDELINES**



**INTEGRATION WITH
THE LEGACY SYSTEMS
IMPACTING THE API
PERFORMANCE**

THE CHALLENGE

3 KEY AREAS

Exhaustive scrutiny of the customer's existing processes exposed various challenges like:



Reduced Growth

Slack in member registration that impaired the growth of active user base



Inadequate Engagement

Lack of adequate engagement with policy members



Non-availability

Non-availability on multiple channels

THE SOLUTION

11 KEY AREAS

By adopting a design thinking approach, Apexon worked with the customer to come up with wide-ranging member convenience solutions that included:



Hybrid Mobile App

Building a hybrid mobile app supporting multiple devices and form factors



Ensuring Compliance

Ensuring compliance to regulatory requirements (PHI, PII, and HIPPA)



Clear SLAs & KPIs

Defining clear SLAs and KPIs for successful delivery



Better & Faster Releases

Automating the regression tests for better and faster releases



Performance Engineering Investment

Investing in performance engineering to ensure the app scales for the expected load



DevOps

DevOps with continuous integration and test automation



Best Practices

Leveraging CoEs and industry best practices



MVP Version

Releasing an MVP version within 3 months



First Release

Investing in performance engineering to ensure the app scales for the expected load



Offshore Vs Onsite

Delivering the project in 80:20 offshore to onsite ratio



New Features

Delivering production releases with new features every 2 months



info@apexon.com



www.apexon.com

FEELING SOCIAL?

