



# How Coretech Transformation

Helps the Health  
Plan Member **WIN**



EISA<sup>TM</sup> 

Technology, in all its forms, is shaping peoples' patience and expectations for when and how they communicate and do business. These evolving expectations are prompting health plans to reconsider their business models as well as their technology investments. You can see healthcare insurers adopt this outside-in perspective as they consider how to engage their members, and as they launch member-direct businesses.

To create these richer and more meaningful member experiences, health plans need member knowledge and intuitive context-aware workflows to support innovation through contemporary member experiences and emerging business models.

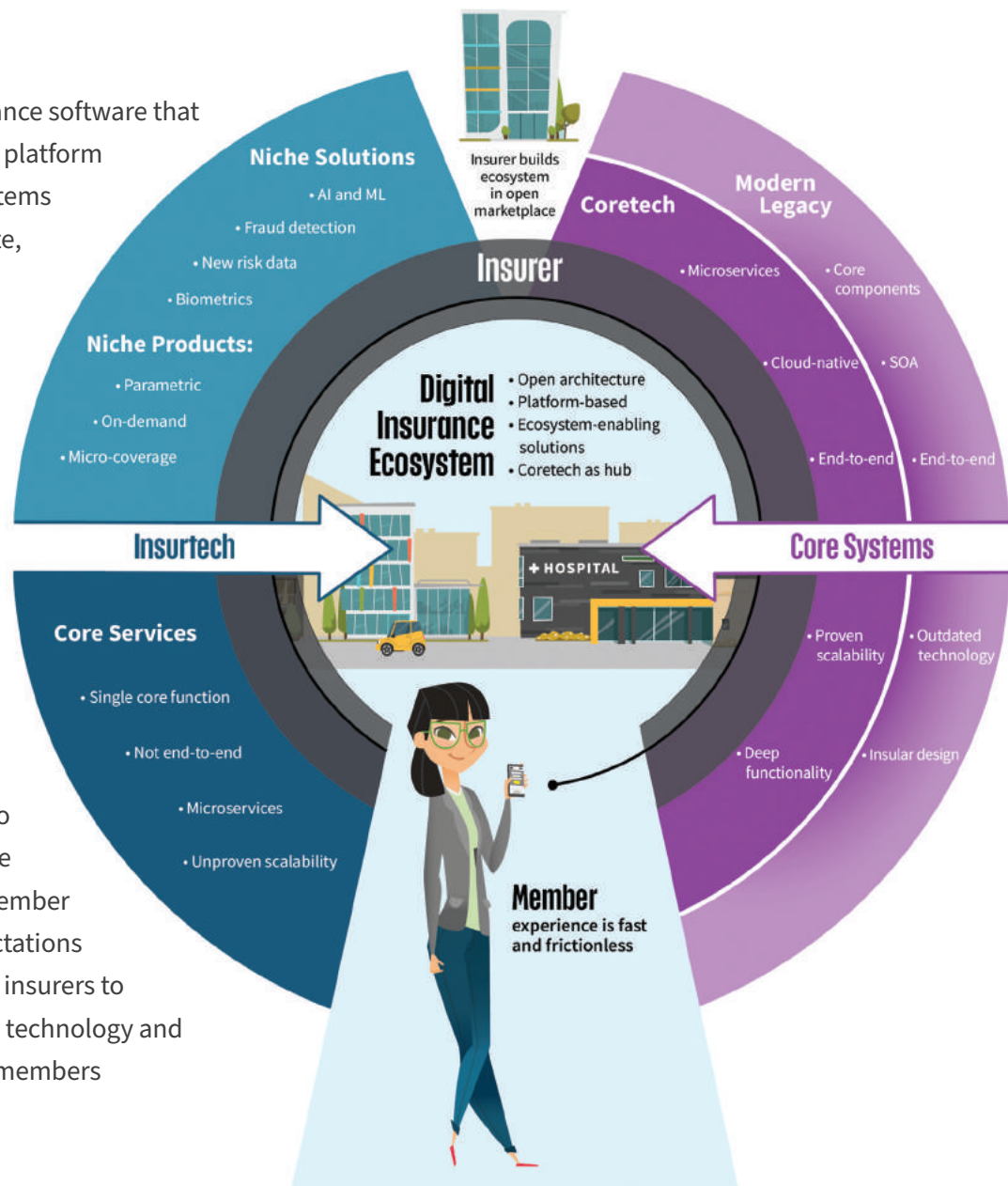
## Can you have core strength and insurtech innovation?

In the future, determining where to invest their technology budgets presents a conundrum for many insurers. While the need to deliver contemporary member experiences grows more pressing, the ability of insurers' core systems to support them is decreasing. For healthcare insurers looking to achieve member centricity and be more efficient in everything they do, the solution is coretech.

## What is Coretech?

Coretech is a new category of insurance software that is designed to support an insurance platform that is member focused. Legacy systems are difficult to use, difficult to update, expensive and time consuming to maintain, while coretech is functionally rich. Because of its open, cloud-native architecture, it's continuously updated and laden with the microservices and open APIs (application programming interfaces) necessary to readily consume internal and external data.

Most importantly, with the member record at its center, coretech is designed — from the ground up — to serve as the hub for digital insurance ecosystems and deliver excellent member experiences, even as member expectations continue to evolve. Coretech allows insurers to take greater advantage of insurance technology and data partners to deliver benefits to members and prospects.



## Member Experience Depends on Knowing the Member and Acting Like it

Member knowledge is key to the member experience challenge. Magnifying the challenge is that many aspects of the member experience are new for healthcare plans. Not long ago, the idea that healthcare plan members would use the internet to access and update their own information was implausible. To do it on a mobile device was radical. For multiline insurers, it's not unusual for a single member's data to be spread across multiple policy administration systems, adding to the difficulty.

Consequently, many healthcare plans are not able to act on the member data that they do have, and so they add more integrations and complexity into the mix.

And yet, there's a real opportunity for insurers. Consumers with connected devices interact with their insurers 19 times per year — more than four times the frequency of consumers who don't use connected devices.\*\* And they tend to be more loyal and own more insurance products.

## Rearchitecting Modern Legacy Systems

Rearchitecting legacy core systems to support contemporary member experiences is proving to be difficult, expensive, and time consuming. Simply put, healthcare plans designed and implemented systems that perfectly reflected the healthcare industry of yesterday: product-centric, inefficient, and siloed. Core systems, even those deployed as recently as three years ago, are being replaced. They simply were not designed to be easily upgradeable or to support emerging business models, nor do they have the APIs necessary to support quick and easy integration with third-party services providers in the cloud, and participate in digital insurance ecosystems.

**API:** An application program interface (API) is a set of routines, protocols, and tools for building software applications. An API specifies how software components should interact. Additionally, APIs are used when programming graphical user interface (GUI) components. A good API makes it easier to develop a program by providing all the building blocks. A programmer then puts the blocks together. ~ *Webopedia*



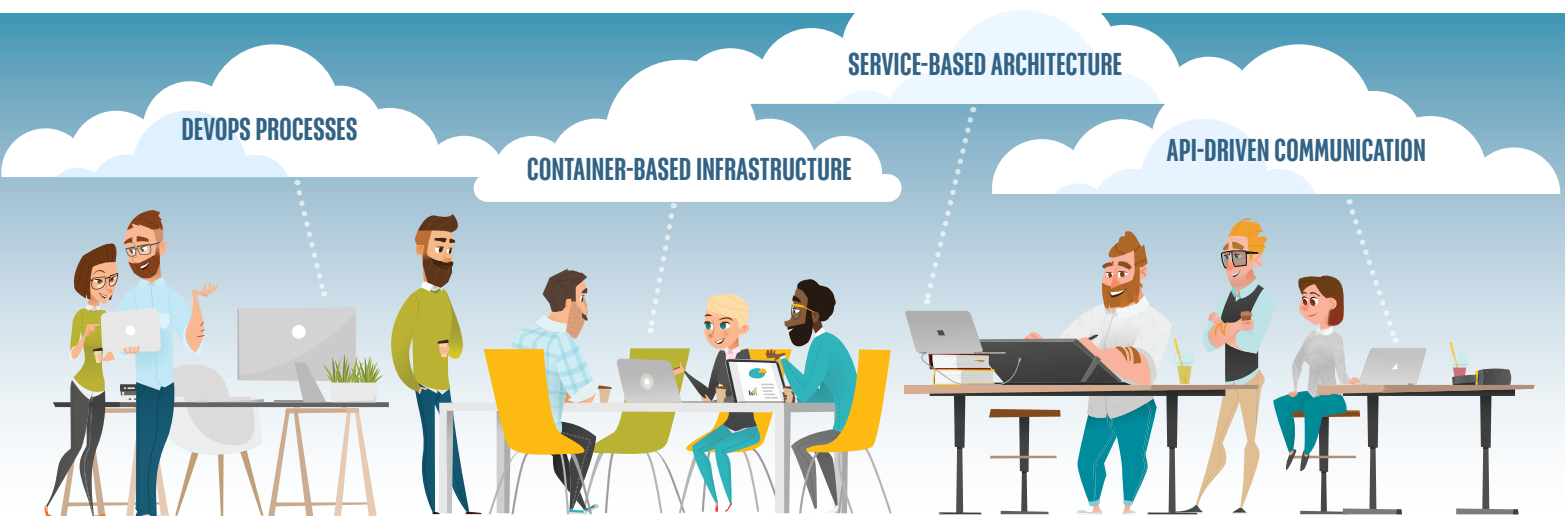
\*\*Bain & Co, "Insurers: How to Lead in the New Era of Connectivity, Customer Behavior and Loyalty in Insurance: Global Edition 2018"

## Why wait for cloud native?

That several insurance core systems now operate in the cloud is great. But that doesn't change the fact that many cannot yet take full advantage of cloud-native benefits. That's unsettling for many insurers, and it should be.

Many vendors now market themselves as "SaaS solutions providers" to mask the effort required to maintain what is, in fact, a cloud-hosted modern legacy architecture. While this approach does alleviate some of the friction of maintenance and security, it does not change the fact that the healthcare insurer will still be challenged by update cycles and continue to be limited by the architecture in all the ways previously described.

Why implement a system that's already falling behind? What's the roadmap and the update path? And what's the cost of waiting, only to put your business on a new and unproven platform? For healthcare plans, the answer is to update and break free of outdated legacy systems to save time, money, and resources.



## Coretech: The path to member centricity

To truly become member centric, health plans need something different. They need coretech.

Coretech shares the DNA of insurtech with open APIs, microservices, and event-based transactions and workflows to simplify integrations and accelerate speed-to-value.

In its design and delivery, coretech is different from modern legacy core systems. It's the logical and evolutionary combination of next-generation technologies, methodologies, and insurance core systems that easily connects with insurtech, data, and health plan members — in all their forms. It acts as a hub to digital insurance ecosystems. And it offers the rapid and continuous delivery of new business capabilities using Agile approaches and DevOps methodologies, and the on-demand, scalable, and secure infrastructure of the cloud. Coretech helps healthcare plans deliver on their promise of member centricity and do everything faster.

## Delivering the Future of Insurance: Fast, Simple, and Agile

Coretech is critical to the fast delivery and performance of new insurance capabilities, which also helps improve the member experience. That brings us to another essential element of a successful project: the ability to deliver on both functionality and scalability.

It's no secret that creating a functional test-and-learn environment can be challenging for some vendors and insurers. It takes vision, effort, strategy, and planning. And then, when your project is successful, the next logical requirement is taking it beyond the innovation group. Because, remember, the goal is eventually to run a business on it, not just a pilot, which can mean scaling up literally by orders of magnitude. But ramping up production volumes can be an issue for insurtech, as well as for services teams that don't have a track record of managing to enterprise-level requirements.

That's not an issue with coretech. In the digital insurance ecosystem, everything — from solutions and capabilities to services and product offerings — needs to be interconnected to support the member experience. And coretech makes that possible with speed, simplicity, and agility.

## Why EIS and Coretech?

There's a lot to it. But our coretech provides a digital insurance platform that allows insurers to:

- Leverage cloud-native capabilities for unlimited scalability
- Understand what makes each member unique via CustomerCore™
- Act on that knowledge via rich and built-in CRM capabilities in EIS Suite™
- Deliver persona-based member experiences via EIS DXP™—our digital experience platform
- Join new and emerging B2B and B2C ecosystems through our open architecture and thousands of APIs
- Use a hub to gather insurtech and data capabilities into new digital ecosystems



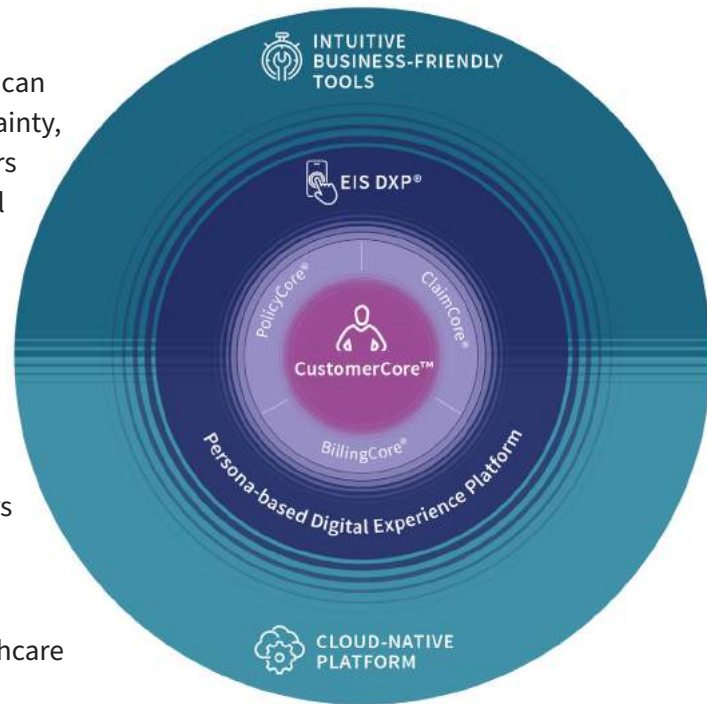
~ McKinsey, “Insurance beyond digital: The rise of ecosystems and platforms”

## How EIS can help you transform

Above all, convergence can't happen without technology, and technology helps solve the problems of yesterday so health plans can have an eye on the future. No one can predict the future with certainty, but few doubt the pace of change will increase. Healthcare insurers can be ready for this change by taking these steps for a true digital transformation. EIS knows healthcare insurers are challenged to transform their business, and our mission is to help you become the insurer you want to be.

EIS Suite™ is the platform for high-velocity insurance. It's helping companies reimagine the business of insurance by focusing on greenfield approaches, customer experience, and speed. Built on cloud-native, API-first architecture, it will allow healthcare insurers to rapidly deploy persona-based digital journeys tailored to the needs of customers.

Contact us today to learn more about how we can help your healthcare insurance company innovate and operate like a tech company: fast, simple, and agile.



“At EIS, we're reimagining health insurance. Our objective is simple: to give health plans the ability to exceed member expectations using our open, cloud-native coretech solutions. Health plans realize the market has shifted and they must put the consumer at the center of everything they do.”



**Jill Parks**

*Healthcare and Group Benefits Industry Marketing Lead  
EIS*

## About EIS

At EIS, we provide a next-gen insurance platform for future-focused carriers looking to launch new digital offerings with insurtech capabilities. Our modern, cloud-based, infrastructure and product platform stands independent from your legacy systems but also offers a transformation path for integrating with legacy functions and extracting customer data. Its digital experience management, using open architecture, the industry's richest set of APIs, and integrated AI/ ML, delivers a rich user experience across its full insurance lifecycle capabilities. It is the most complete, next-generation platform for insurance innovation available today.

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