

Why Participate on the Peak1 Marketplace?

We Believe in the Power of the Consumer

Peak1 has partnered with ConnectedHealth, a consumer-driven, technology-enabled company uniquely positioned to provide transformational employee benefits solutions that reduce the cost to service, help employers manage the fiscal realities of the business and create real compelling consumer value through an exceptional, personalized experience.

We believe that purchasing health benefits should be as simple and easy as the purchase of any other mainstream consumer product. Consequently, we have created a contemporary shopping platform backed by a sophisticated learning engine that incorporates demographics (who I am), attitudes (cost sharing tolerance) and behaviors (expected utilization) that personalizes and focuses the shopping experience.

User experience testing of our proprietary Smart Choices™ platform demonstrates that the majority of consumers find the right benefit fit across health and ancillary products within 12 minutes or less - with a cost to service 75% less than traditional enrollment platforms.

We Believe in the Power of the Employer Work Place

Whether defined benefit or defined contribution; large group, mid-market, small employer, part-timers, individuals or retirees; ConnectedHealth believes in building organized, secure and protected benefit marketplaces sponsored and provided through employers. A national survey this year found a quarter of employers were considering switching to a private exchange in just two years, and 45 percent expect to move to an exchange in five years. In 2011, Mercer's survey found only 18 percent were considering an exchange. Helping employees gain access to the benefits they desire, in an exceptional guided high-tech customer experience is the answer for an emerging consumer world of health care.

We Believe in the Power of Trusted Partnership

Focus is power. Together with ConnectedHealth, we define:

- Target Segments - e.g. size/geography, insured status, product model, current or new customers.
- The Customer Experience - specific protocols of multi-channel outreach and the overall conduct of marketing including selection of the right set of plan designs and programs to enhance our Marketplace with cost effective, highly competitive offerings from recognized brand leaders in the insurance space.
- Measures of Success - increased sales, share of customer, NPI, and onboarding goals.

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Private Exchange Solution

Everything we do is respectful of your brands and growth goals. As the healthcare marketplace continues to evolve, Carriers must adapt and find innovative ways to sell their insurance products to individual and employer customers. Our approach is to work with select Carriers to develop a robust product offering that can be easily delivered to employer groups through the Smart Choices platform. By creating pre-defined packages, you become the go-to Carrier, which in turn becomes a strategic sales channel in return for your participation.

Key Features of the Smart Choices Platform

Overview

Our award winning shopping engine incorporates demographic, attitudinal, and behavioral indicators and automatically applies employer contribution and cost sharing features into the shopping experience; giving the consumer a complete picture of the financial consequences of their selection including premium, likely out of pocket costs and total financial exposure.

The platform also provides guided decision support for a range of ancillary products including dental, vision, life and disability to provide a comprehensive online store. It's represents a change in the way employers have traditionally provided insurance, and an evolution of the way employees make their benefits elections. Employers now have a better means to control the cost of their benefits program and reduce administration with an easy to use integrated benefits administrator portal.

What We Offer

- A better business model for brokers, employers and employees to buy benefits
- Access to a broad range of health insurance products and other benefits options including dental, vision, life, disability, accident, health savings and flexible spending accounts
- Configurable, rules based system for defined contribution or defined benefit
- Streamlined operational processes between organizations (carriers, brokers, employers) to minimize administrative work and improve the employer and employee experience
- Advanced transaction processing and reporting (e.g. payroll deduction, contract mix, enrollment stats)
- Expert development of EDI and HIPAA 834 feeds

Getting Started with Peak1 and ConnectedHealth

A great customer experience starts with the integrated relationship between Peak1 and ConnectedHealth. We work together to collect benefit, rate and other required information in order to build a pre-defined package of products on the Smart Choices platform. An Implementation analyst guides insurance carriers through the implementation process to build products and business rules on the platform, and adapters to proprietary EDI or 834 file feeds.

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connectedhealth
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