

# ASCENDION

**How a leading U.S. healthcare provider acquires 50,000 new members each quarter with Ascension**

## CASE STUDY

**10x**

cost savings compared to previously engineered platforms

**60,000**

brokers using mobile app and boosting Medicare sales

"I'm a tough customer. So if Ascension has been able to do it for me, they can do it for you. I feel blessed to actually have them."

About this case study: Our client is a leading provider of healthcare solutions. We have happily accommodated their request to anonymize all names and places.

## Highlights

### Challenges

- Growing Medicare sales after pressures of the pandemic
- Increasing digital capabilities and incentivising brokers to bring business their way
- Improving life for employees, brokers, and end consumers

### Solution

The client partnered with Ascendion who:

- Understood the business objectives, set measurable goals, and maximized ROI
- Engineered a broker portal that drives more membership
- Engineered a mobile app to further simplify brokers' workload
- Delivered real-time analytics to transform decision making
- Transformed lead capture

### Results

- 50,000 more members each quarter
- 10x cost reductions
- 60,000 brokers using mobile app
- Brought first product to market in just three months

# Challenges

## GROWING MEDICARE SALES IN A BROKER-DRIVEN MARKET

The COVID pandemic added significant financial and operational pressures for healthcare providers. When it finally came to an end, our client was determined to enhance their competitiveness and reignite growth.

Medicare sales was one line of business they were keen to increase. But they had significant challenges to overcome first.

The market for Medicare sales was largely driven by brokers and agents, who are licensed professionals representing multiple insurers and earn commission on each sale. So the only way to step up sales was to motivate more brokers to send business their way.

## BECOMING THE 'AMAZON' OF HEALTHCARE

Our visionary client knew that building a digital platform was a competitive necessity. They envisioned a sophisticated central hub, where everyone from agents, brokers, members, and employees could meet their end-to-end Medicare needs.



Our client explained: "My long-term vision is to become an Amazon of healthcare, with a platform that doesn't just improve the experience for our own team, our own agents, our own consumers, but overall pivots the industry."



Our client explained: "Moving business for a broker meant a lot of data entry in the initial application. They had to submit the application to a payer like us, and finally it went to CMS, the organization that controls the Medicare business. The process was time consuming and reduced their productivity."

In a broker-led market, one of their top priorities was to make it easier for brokers to enroll customers on their plans. Our client wanted to replace that frustrating manual workload with modern digital capabilities. This would give brokers more time to sell, meaning higher earnings for them, and more enrollments and profitability for our client.

## ENGINEERING A SOLUTION THAT ELIMINATES ERRORS

Digitizing the broker experience would solve another pain point, eliminating costly errors in the application process.

Our client said: *"One of the major issues within the Medicare sales journey was manual errors. Almost 15–20% of applications were rejected because information was incorrectly entered."*

Application errors are bad news for healthcare providers. If an application is rejected, consumers turn to other brokers and buy different plans, leading to lost business.

Our client was determined to make the process faster and easier for brokers. In doing so, they could improve the broker and consumer experience, and grow their Medicare line of business in a fiercely challenging market.



**"Moving business for a broker meant a lot of data entry for the initial application. It was time-consuming and error-prone, resulting in rejected applications and lost revenue."**

# Solution

## DIGITAL SOLUTIONS THAT POWER GROWTH AND IMPROVE HOW WORK GETS DONE

Our client engaged Ascendion to engineer the digital solutions they needed. Ascendion was the number one choice because we understood how to create business value through technology.

At the outset, our client set an incredibly challenging deadline. The first product needed to be delivered in just three months.



They explained: "Ascendion quickly put together a team for me, bringing together business analysts, a scrum master, you name it. I also appreciated having their senior leadership so available. We were all excited about building something unique in the industry."

## UNDERSTANDING THE UNDERLYING BUSINESS NEED

Ascendion used our proprietary [Pathfinder](#) methodology to uncover our clients' business objectives, and deliver a holistic analysis of processes, costs, and technologies.

Day-to-day, that included holding meetings, interviews, and workshops with multiple stakeholders. Next, Ascendion consolidated all the analysis to define a solution that met our client's goals and achieved optimum ROI.

## TRANSFORMATIONAL TECH FOCUSED ON BUSINESS OUTCOMES

Ascendion's highly skilled specialists implemented powerful core technology and engineered platform and data solutions, including:

1. **Broker portal:** The platform strips hours of manual work from the application process. Integrated with our client's CMS and other systems, key data fields are automatically completed. This accelerates the process for enrollments and renewals and gives brokers more time to sell.
2. **Mobile app for brokers:** This makes life even easier for brokers, giving them all the tools to manage their day-to-day operations on their mobile device.



Our client explained: "With the mobile app, you're walking with the platform in your pocket. Everything is available on our platform, even if they're offline, so they can sell better and faster."

3. **Real-time analytics:** Ascendion's solution provides business intelligence reporting that benefits consumers, brokers, and our client's business. The system tracks applications across the entire lifecycle, so agents easily keep consumers informed. It also provides valuable insights into brokers' activities.
4. **Transforming lead capture and conversions:** Ascendion integrated our client's customer portal with the broker portal to aid lead capture. When a website visitor is identified as someone looking for insurance, their details automatically feed through to brokers. A broker quickly makes contact to find the right plan for their needs and budget, elevating the consumer's experience.

## HANDS-ON COLLABORATION EXCEEDS EXPECTATIONS

As a seasoned IT professional, it takes a lot to impress our client. But they were constantly blown away by Ascendion's collaborative approach and can-do attitude that exceeds other vendors.



Our client shared one example: "We engaged a marketing agency to provide front-end content management. Then they came to us saying, 'Oh, we can't give this to you for another two months!' I called the Ascendion leadership, and they immediately brought in an expert who gave us everything we needed in two and a half weeks! That's the power when you engage with such a large, skilled company."



**"Ascendion quickly put together a team for me, bringing together business analysts, a scrum master, you name it. We were all excited about building something unique in the industry."**

# Results

## 50,000 NEW MEMBERS PER QUARTER AND BROKERS' LIVES CHANGED FOR THE BETTER

Through the partnership with Ascendion, our client created a competitive advantage in a broker-led market, significantly grew Medicare sales, and made life easier for brokers, consumers, and themselves.

## 50,000 NEW MEMBER SIGN-UPS PER QUARTER

The broker portal and mobile application drives 50,000 new member sign-ups per quarter, which is a huge deal.

Members benefit because they're signed up to market-leading health plans, and our client benefits from a surge in revenue.

## INDUSTRY-LEADING TECHNOLOGY AT 10X LESS COST

The solutions engineered by Ascendion cost 10x less than equivalent projects in our client's business. This frees up considerable capital to invest in other business improvement projects.



Our client explained: "We had other internal teams that built similar platforms and they cost a minimum of 8–10x what we have built. Also, what we have built has a \$0 licensing fee structure, which eliminates user costs."

## 60,000 BROKERS USING THE MOBILE APP ALONE

Our client estimates that 60,000 brokers regularly use the mobile app. Its usability and offline functionality attracts them in droves, adding up to more enrollments, renewals, and revenue.

## A MORE AGILE AND PRODUCTIVE ENGINEERING TEAM

Our client's engineering team appreciates how easy it is to implement new features and make changes within Ascendion's platforms. This agility keeps them productive and reduces business costs.

Our client said: "With Ascendion's software solutions, we can make changes on a one-day notice."



Our client recommends Ascendion to any business looking to power growth and deliver captivating experiences.



They said: "I'm a tough customer. So if Ascendion has been able to do it for me, they can do it for you. I feel blessed to actually have them."



**"With Ascendion,  
we're like a family.  
And when you look at  
a family, the intent is  
to make sure your other  
family member  
is successful."**

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The future is what you  
engineer and we can get  
you there.

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