unqork

Health Plans: Member Services Portal

Reimagine digital interactions with members rapidly through a unified, seamless, and feature-rich portal that orchestrates member engagement end-to-end for a memorable and purposeful healthcare experience

Healthcare has been moving to a consumer-centric model for years, partly driven by Affordable Care Act (ACA) mandates and new regulations around transparency and interoperability that promote individual responsibility for end-to-end care management. Combining these drivers with rising digital savviness among all consumers, increased competition, lowered barriers to switching plans, and high-quality digital engagements have become a crucial business consideration in the healthcare space.

Despite the demand for high-quality engagements, many payers still offer member-facing portals that are overly complex, cluttered, and lack a holistic member engagement strategy. All of these create misalignments with consumer expectations. This is where Unqork's no-code, rapid iterative development can be a game changer.

With Unqork's **Member Services Portal** solution, payers can rapidly build and effectively manage feature-rich omnichannel portals that streamline the member journey and provide robust 24/7 access to personalized information and services. These unified portals allow members to securely access everything from benefits, coverage, and claims to virtual triage, telehealth, and treatment options. It combines member self-service tools with health management recommendations to drive a highly personalized experience and targeted user outcomes. The result is a tailored portal instead of a generic healthcare offering can create a magnetic experience for members.

Key Benefits

✔ **Empowered members:** Offer members 24/7 self-service services requiring little-to-no human intermediation.

✔ **Enhanced engagement:** Improve patient satisfaction and health outcomes and retain customers

✔ **Improved efficiencies:** Break down internal data and technology silos to optimize data use

✔ **Greater adoption:** Compel members to take advantage of the ease and simplicity of portal

✔ **Promote collaboration:** Drive collaboration between payers and members across the entire health ecosystem to deliver superior service

Key Capabilities
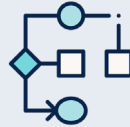
Easy third-party integrations:

Integrate seamlessly and rapidly with best-in-class third-party vendors such as Sensentia, Infermedica, and Ribbon Health, as well as public databases such as HHS

Digital hub to connect all solutions:

Easily connect existing solutions and data systems at health plans that have siloed features in a unified and seamless manner for a true end-to-end digital portal for members

Personalization to drive action:

Leverage member data and custom logic to help make informed decisions, auto-complete manual steps in workflows and drive to desired actions and outcomes

Member-centered digital workflows:

Rapidly combine discrete workflows and digitize manual steps to create powerful user journeys that are seamless and differentiated

Branding customization:

Customize the look and feel of every element of front-end portals to match existing styles across all devices

Unqork in Action
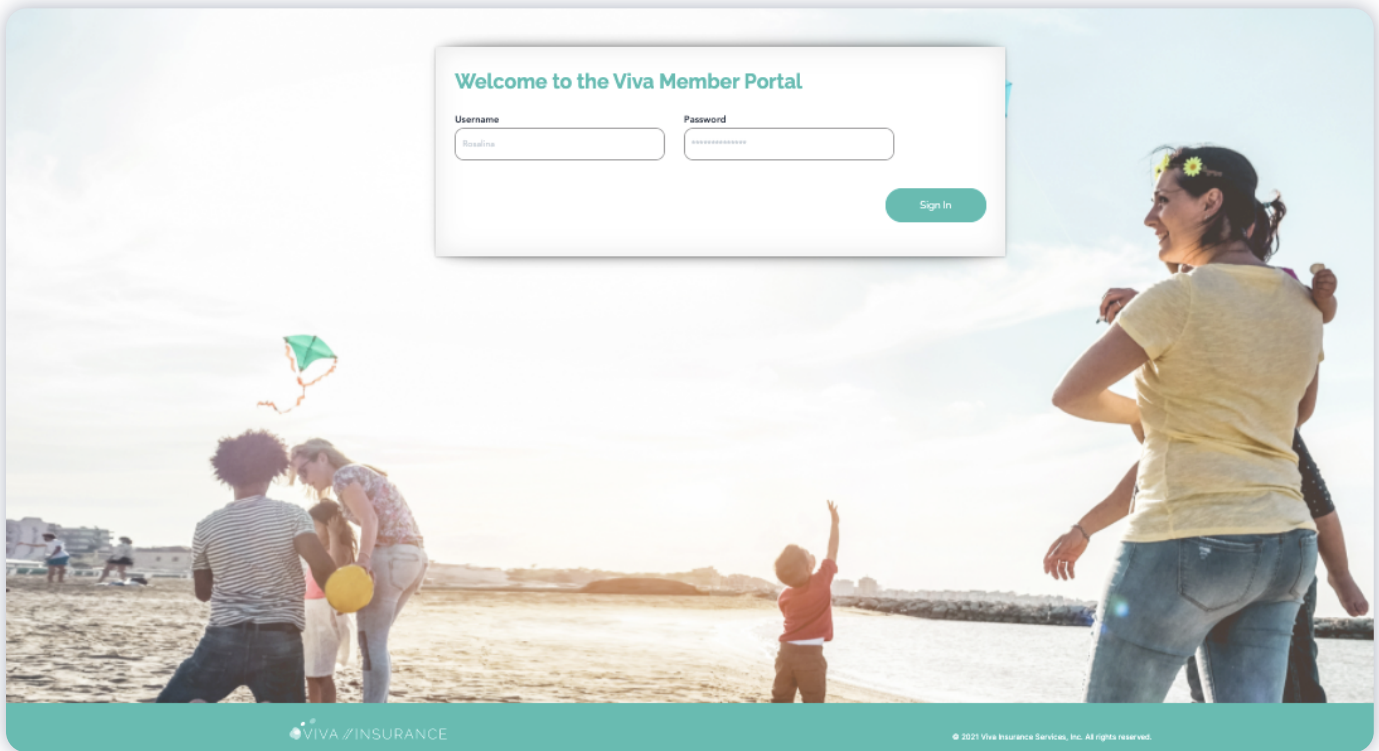
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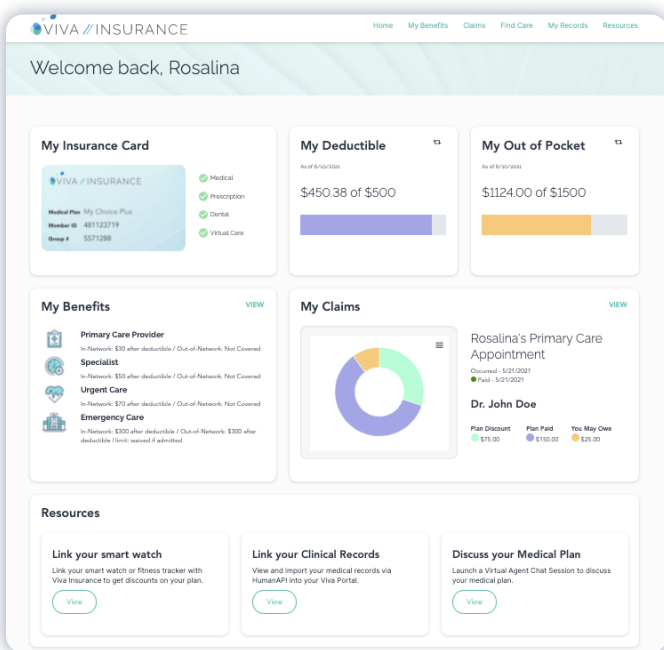
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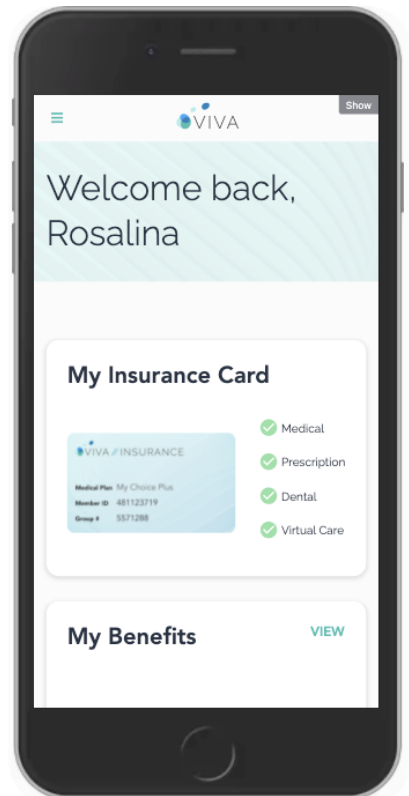
Mobile Views

Unqork in Action

Virtual Triage Screen

Find Care Screen

Claims Screen