

Data Sheet

TriZetto® TranZform® EngageConsumer®

Convert more shoppers into members with an exceptional buying experience

Healthcare consumers now expect shopping for a health plan to be easy, intuitive and intelligent, with easy-to-understand plan comparisons, guidance when they need it, clear pricing and real-time quotes and enrollment. Meeting those expectations is challenging when the data and insights consumers need are in different data silos and disparate systems. Yet, meeting consumer-defined expectations is mere table-stakes in the increasingly competitive healthcare industry.

TriZetto® TranZform® EngageConsumer®, a cloud-based component of the TranZform® Portals and Systems of Engagement powered by the TranZform® Platform, enables your organization to deliver a modern, engaging shopping experience built on real-time access to data in your core administrative systems. Equipped with TranZform EngageConsumer, your organization can compete effectively against digital competitors while reducing costs and improving efficiencies.

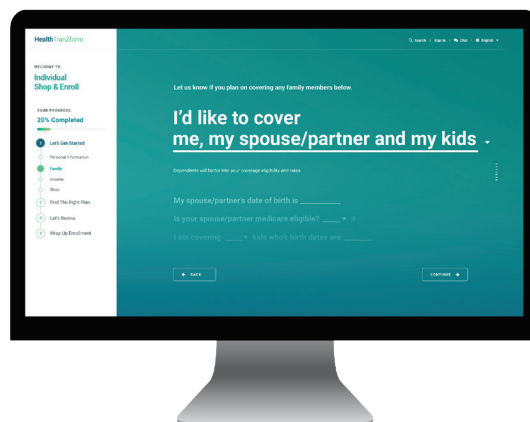
Creating a Better Shopping Experience in Real Time

TranZform EngageConsumer gives individuals a simple, yet feature-rich shopping experience

powered by integrating with your core systems. Your prospective members may view side-by-side plan comparisons for medical, dental and vision products, access automatically integrated health information, such as claims history for re-enrollments, and review accurate quotes. After selecting a plan, a consumer may easily enroll, make a digital binder payment and configure ongoing payment preferences.

TranZform EngageConsumer is pre-integrated with TriZetto core adjudication systems and easily connects to other core systems via Application Programming Interfaces (APIs) built into our underlying data orchestration layer, the TranZform Platform. The API-rich TranZform Platform eliminates custom batch integrations, expensive software upgrades and integration maintenance. It powers smooth, real-time bidirectional data flows that enable the TranZform EngageConsumer portal to help your organization:

- **Increase consumer-to-member conversion rates and improve ROI** with an engaging experience that brings personalized information (zip code, provider, historical data) to the health plan shopping and enrollment experience by connecting data across systems.
- **Reduce the cost of new member acquisition and retention** by using a single system of engagement for multiple direct-to-consumer offerings (Medicare, on or off exchange, dental, vision, etc.) and both group and individual products.
- **Improve new member retention with superior experiences** and engaging self-service tools that enable members to make decisions and take actions based on accurate, real-time, personalized information drawn from core administrative systems.
- **Measure the effectiveness of strategies** and adjust in real-time with native capture of user metrics, such as page views and transactions, and integration with third party tracking applications.
- **Support increased business growth** while lowering the cost of acquisition and servicing through consumer self-service options and automated tools and data flows that enable real-time updates.



Plan shoppers easily compare plan benefits and costs and receive personalized shopping guidance automatically through TriZetto TranZform EngageConsumer. The module accesses and shares data in real time with core administrative systems to enable shoppers to quickly enroll and make binder payments once their plan selection is complete.

- **Easily connect disparate systems and provide rich application feature sets** through the TranZform Platform.
- **Improve compliance** because we track regulations and proactively address new requirements in the TranZform EngageConsumer portal.

Deliver a superior shopping experience with TranZform EngageConsumer

Deliver industry-leading shopping and enrollment capabilities that engage your potential new members at the outset to lower acquisition costs, improve retention and build loyalty. For more information about how the TranZform EngageConsumer portal will use the power of real-time data to turn more shoppers into your plan members, visit www.cognizant.com.

About Cognizant Healthcare

Cognizant's Healthcare Business Unit works with healthcare organizations to provide collaborative, innovative solutions that address the industry's most pressing IT and business challenges—from rethinking new business models, to optimizing operations and enabling technology innovation. A global leader in healthcare, our industry-specific services and solutions support leading payers, providers and pharmacy benefit managers worldwide. For more information, visit www.cognizant.com/healthcare.

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