

# A Business Solution for the Public Sector

Providing a Comprehensive, Customer Centric Information Solution

## IBM Global Services

GBS Member 360 for Health Plans



### Solution Description

Health plans have unique challenges related to aggregating and making information available to affect quality, cost and transparency. Availability of quality information continues to be a critical business issue. The Member 360 solution delivers a consistent, trusted member centric view of key customer information. By combining internal knowledge with external value, the additional information and comprehensive view of the customer transforms the member experience. Member 360 is the foundation to enable member centric analysis and transformation initiatives over time.

### Features & Benefits

With a new focus on member centricity, the customer experience is transformed. The Member 360 solution provides the mechanism to make this possible. With the solution companies are able to:

- Manage information more efficiently and reduce costs associated with controlling access, expanding retention and increasing compliance
- Use information, both data and content, as part of business processes across the enterprise, allowing for better system performance and improved decision making
- Establish an accurate, trusted view of information over time to facilitate better analytics and sounder business decisions
- Utilize an effective information infrastructure that can provide the ability to leverage trusted information to build plans and optimize business performance

### Value Proposition

Health plans have numerous business areas that can benefit from a holistic and total single member view. By unlocking this information, and enabling the organization's data systems to deliver trusted, accurate information, business performance is optimized. Delivering these capabilities to the many stakeholders, on time and through quality information, can transform the way health plans deliver services and increase overall business. The results through increased collaboration (inside and out) are higher member retention, increased revenue and reduced costs.

#### IBM Segment

- InfoSphere

#### Business Function

- Customer Analytics

#### Target Industry

- Health Plans

For more information, contact:

#### IBM Corporation

Kristen Meyer  
703-889-5302  
kristenmeyer@us.ibm.com  
[www.ibm.com/software](http://www.ibm.com/software)

This brochure was developed to assist you in identifying products from select Business Partners that may be of interest to you as you consider your information technology needs. Any reliance by you on this publication is at your sole risk and will not create any liability or obligation on the part of IBM.

© Copyright IBM Corporation 2009. All Rights Reserved. IBM, the IBM logo, Cognos, FileNet, InfoSphere and Optim are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.



Let's build a smarter planet.

