

Gorman Health Group Responds to the Industry's Demands by Breaking down Barriers that Hinder the Member Experience

WASHINGTON – June 22, 2016. Gorman Health Group, LLC (GHG), the leading consulting firm and solutions provider in government healthcare programs, announced a new member experience initiative designed to meet a health plan's concerns for retention and service to the member while remaining compliant. Through our assessment, we provide strategies to enhance cultural competence, presenting opportunities for the health plan and providers to efficiently deliver healthcare services that meet the social, cultural, and linguistic needs of members.

Today's Medicare market is driven by shifting demographics, financial considerations, and fierce competition for members. The market demands that organizations carefully choose and strategically diversify their product portfolios as well as strategies for selling these products while acknowledging net growth occurs with a balance between new sales and retention.

The objective of a member experience program is to promote the careful design of proactive and reactive retention initiatives and a commitment to communication that will deliver a significant and positive impact on health plan enrollment, retention, and revenue generation.

At GHG, we want to change the perception that member experience is the responsibility of Sales and Customer Service, instead showing organizations the member experience is a comprehensive approach with full transparency and cross-functional leadership.

We believe senior leaders from each practice area should be assigned responsibility for the cross-functional success of member retention efforts. This sends a message to the entire organization about the importance of retention and helps to overcome roadblocks as they arise.

"An integrated member experience program breaks down silos that have historically added unnecessary, inefficient, and costly member-facing programs, jeopardizing the member's perception of the health plan and its customer service," said Jeff Fox, GHG's President & Chief Executive Officer. "Increased communication and shared accountability for improving the member experience across the health plan will align initiatives, coordinate programs, and reduce redundancies that have perpetuated silos rather than promoting a culture of member centricity."

Nobody knows this more than the experts at GHG, with a combined 2,000 years in the industry. For more information about GHG's member experience consulting services, contact us at ghg@gormanhealthgroup.com.

About Gorman Health Group | Gorman Health Group (GHG) is a leading consulting and software solutions firm specializing in government health programs, including Medicare managed care, Medicaid, and Health Insurance Marketplace opportunities. Since 1996, our unparalleled teams of subject matter experts, former health plan executives, and seasoned healthcare regulators have been providing strategic, operational, financial, and clinical services to the industry across a full spectrum of business needs. Further, our software solutions have continued to place efficient and compliant operations within our client's reach. Learn more at www.gormanhealthgroup.com and follow us on Twitter @gormanhealth.