

AN IDC MULTICLIENT STUDY PROSPECTUS

Document Strategies for Customer Communication Management: Healthcare

OBJECTIVE

This research will gain insight into customer communication management (CCM) objectives and metrics, financial targets, print and postage suppression goals, outsourcing considerations, and investment priorities. IDC will seek to understand where CCM responsibility will lie in the future and whether CCM is strategically part of the customer experience umbrella, or whether it will remain siloed and unconnected.

The study will focus on one key document-intensive industry: healthcare. The United States healthcare system is in the midst of a transformation impacted by regulatory, population, social, technological, and financial forces. These forces are creating opportunities to improve patient experience, streamline patient communications and document processes, improve patient outcomes, and deliver financial breakthroughs. Technological advancements are creating opportunities to break down silos, which has eluded the C-Suite for years. These opportunities exist in both the Payer and Provider side of the market and have spurred many experiments to progress to a better, more competitive and financial sustainable model.

The vision of the future must be reconciled with the legacy, transitioning both healthcare enterprise and patient through a new experience journey and towards better outcomes. IDC will examine best practices in customer communication management and offer a framework for the enterprise CCM Center for Excellence.

IDC will study Healthcare Payers and Providers with surveys of line-of-business and operations management to understand the current state of the market, and explore best practices which can be leveraged to develop a framework for the CCM Center for Excellence. IDC will also interview key technology and service providers who make up the CCM ecosystem and who have a broad understanding of the complex challenges and the vision to meet those challenges with current and future solutions.

VALUE FOR SUBSCRIBER

Sponsors of this research will gain deep insight into the challenges and opportunities for CCM best practices within the U.S. healthcare industry. We will begin our examination within the healthcare industry where print and document-intensity continue to reign. The study results will help to guide the enterprise as it implements its initiatives, inform technology vendors on opportunities and market requirements, help service providers develop the right solution set, and provide meaningful insights for those who are vested in the outcomes of Payer and Provider transformations.

Key areas addressed in this study include, but are not limited to:

- The pain points, systemic inefficiencies, and lost opportunity due to disconnected communication silos
- The opportunities to connect information silos and how can these strategies improve patient outcome
- The impact of implementing best practices, both financially, and in terms of patient experience, and patient outcome
- Understand of the regulatory and compliance requirements impacting customer communications within the healthcare industry
- A view of the mandates and initiatives being driven by leadership including objectives, metrics, and financial goals that determine success
- A better understanding of the role of print in the patient experience, even with goals to suppress its use. What is the multi-channel mix?
- CCM technologies and services that Payers and Providers will invest in. Is there a shift in build, buy or outsource?
- Understand the role of CCM in the organization's future

METHODOLOGY IDC will survey line-of-business and operations management in both Payer and Provider organizations in the United States. In addition, IDC will interview key vendors and service providers serving the U.S. CCM market.

- A web survey of approximately 300 respondents will be conducted, focused on line-of-business and operations titles (100 for Payer and 200 for Provider)
- Segmentation by provider type
- Interviews with approximately 20 technology vendors & service providers

GEOGRAPHY U.S.

DELIVERABLES PowerPoint presentation with key findings and detailed analysis
Tables in Excel format.

PRICE Sponsorship by August 29, 2014 = \$12,750
Sponsorship after August 29, 2014 = \$15,000

PROJECT SCHEDULE The study deliverables will be available in Q1, 2015

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