

A Strategy for Successful New Business Acquisition

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Chapter 2:

Increase Your Sales ‘Velocity’ with the Business Acquisition Platform]

Using **Health Care Service Corporation’s** hassle free **Business Acquisition** platform to support critical sales and administrative operations will enable your organization to respond faster to market demands and customer needs. When deployed across the enterprise, Business Acquisition can help your organization streamline operational processes, simplify new business procurement, enhance sales performance, lower costs and transform the customer experience – resulting in improved customer satisfaction and affinity.

Developed to maximize sales effectiveness and administrative efficiency in the health care arena, the Business Acquisition solution can help increase your organization’s ‘sales velocity’ by accelerating the proposal-to-enrollment process. It provides a robust contact and relationship management functionality through which broker information is tracked, maintained, and managed – allowing users to share data across sales teams and manage sales pipelines.

The flexible and integrated architecture of the Business Acquisition solution enables your company to proactively address the rapid changes in benefits design, network, and pricing necessitated by today’s competitive environment. It permits quick alteration of segment definitions and corresponding business policy, administrative processes, and centralized reporting, as needed. And, Business Acquisition provides quick and easy access to utilization tracking and product interest information.

The Business Acquisition platform utilizes a common rating engine into which all factors – including age, gender, medical conditions, and type of coverage – are fed, and rates are generated. Business Acquisition also orchestrates the flow of activities by getting the right information to the right people. This round robin assignment allows operational areas to simultaneously perform tasks, so that corporate users can get more done in less time.

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Today’s New Business Imperative: Simplified Processes]

Business Acquisition incorporates a truly market-driven approach by using prospect and customer data to drive the processes that acquire and service members. It provides a powerful platform for brokers, enabling them to respond quickly with proposals for customers, and thereby increasing the likelihood of closed deals and higher win rates.

According to a recent internal broker technology survey, all respondents reported being satisfied with the accuracy of the eSales quotes they received from the Business Acquisition

system. And, our statistics also show a high level of monthly broker activity, with 8,500 proposals per month being prepared, on average, for the Texas small group market segment. Therefore, the ability to generate several quotes – showing various plan options – is another Business Acquisition advantage.

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Improved Sales Effectiveness Drives Bottom-Line Results]

Rather than a collection of separate sales and administrative automation tools, Business Acquisition's robust suite of applications provides users with an integrated sales effectiveness package. The platform combines an intuitive web portal environment with simplified standardized work processes to expedite sales data management and support teams to produce at their full capacity.

Business Acquisition provides a 360° view of each account, enabling management users to monitor account status and overall platform usage at all stages of the front end process, creating accountability. The platform includes tools that improve transparency and communication between the various departments involved in the front end processes, resulting in increased overall efficiency and productivity.

It features automated process hand-offs, capacity for service, reduced redundancy, and increased data consistency and accuracy. And, Business Acquisition permits the consolidation of redundant systems and data sources that your organization might currently be using, as the rating, underwriting, and selling processes are integrated into one platform.

Through rigorous process analysis and resulting systems plan, Business Acquisition has moved accounts from a 59 to 60 day sales lifecycle to an average turnaround of 5 days, or less. Such significant reductions in sales cycle time can dramatically affect both internal and external productivity. This, in turn, gives Business Acquisition adopters a way to reduce administrative costs and increase sales opportunities through expedited data entry. It also gives users the ability to produce and process customized and accurate quotes more rapidly than competitors.

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From the Ground Up: A Solution Designed to Meet Health Industry Needs]

Business Acquisition's infrastructure is supported by centralized databases, which allow for the sharing of information throughout the system. It provides consistency in data capture and helps improve transaction and information processing – resulting in increased sales efficiency and system performance.

Information security is also important to Health Care Service Corporation. It is a key element in the Business Acquisition platform, which supports compliance with the Health Insurance Portability and Accountability Act and the Sarbanes-Oxley Act.

With a planned upgrade path for additional content and functionality, the Business Acquisition platform demonstrates our commitment to providing solutions that grow with your organization. Every year, we deliver CORE and Integration releases that introduce new tools and enhance existing applications.

So, put the power of our integrated Business Acquisition sales and administration management solution to work for your organization. With the power of the Business Acquisition platform behind you, supporting your business *just got easier*.

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