

Friday Health Plans —

A Study in the Successful Integration of Multiple Plans and Brands

Growing pains are real, for people and companies. And when you're an expanding health plan that rapidly extends its business footprint from one state to four in less than a year, those pains need attention before they're felt by members.

Started in 2015, Friday Health primarily serves the needs of individuals and small businesses who access health plans through the Affordable Care Act (ACA). Originally serving a member base of approximately 10,000 in Colorado, the company expanded its consumer-focused model to New Mexico, Nevada and Texas in 2020. In less than a year, Friday Health Plans added over 60,000 new members spread across four states. Each state featured between eight to twenty unique health plans, managed under their own brands and governed by their home state's regulatory bodies.



With an overall consumer-centric approach focused on operational efficiency, top-notch customer service, and smart technology, a streamlined and efficient correspondence program was vital to Friday Health Plans. The company had to act quickly if it was to continue to offer the level of service which was critical to its growth and high member satisfaction levels. Friday's technology partner, UST HealthProof, suggested HealthLinq by MPX as the platform and service to design its correspondence, harness and apply data from multiple sources, and ultimately deliver its critical member correspondence accurately and on-time. Friday Health Plans agreed that HealthLinq's universal correspondence platform, integration smarts, and deep printing and postage expertise was the right fit.



"We definitely liked the concept of a single fulfillment vendor, especially one who had expertise in so many areas," comments Tracy Faigin, Chief Marketing Officer for Friday Health Plans. "Right from the beginning, MPX's HealthLinq team was easy to work with. Flexible and accommodating, they came to the table with a ton of different ideas and solutions to help us integrate these plans."

After some discussion, it was decided that the correspondence program should be re-engineered to create the simplified workflow and presentation that Friday Health Plans ultimately wanted. This included complex recurring documents such as ID cards, summaries of benefits, explanation

of benefits, and annual renewal letters. With multiple brands, plans and correspondence types to contend with, combined with varied market regulations and compliance issues to manage, taking a fresh approach to the process was the most direct way to achieve the simplicity that would allow the company to continue to scale with added plans and members.

“Our big challenge was to onboard and assimilate multiple plans with thousands of members simultaneously and provide them all with the same experience,” adds Toni Leach, Project Manager at Friday Health Plans. “This was a huge undertaking, especially with so much variable data. We’re talking different data fields based on states, plans and even by member.”

Multiple integration points with technology partners were also critical, including to its core software, HealthEdge, and to Zipari, its new member portal. There was also custom programming needed for MPX to facilitate the production and delivery of a new digital ID card option to Zipari.

The MPX team worked closely, over many months, with Friday’s information technology, marketing and project management teams, as well as the core software integration team from UST



HealthProof, to define the business rules for the new correspondence process and develop the unique programming needed to get the right information from the right places and onto the right documents. Templates were redefined and data streams carefully audited and mapped to each document to account for the multitude of different fields necessitated by the varied compliance and regulatory needs of each state and plan.

In addition to managing the complex data coming from multiple sources, MPX also identified ways to streamline mailings for the plan — saving time and resources. In particular, the welcome kit was completely redesigned to be more durable and cost effective.

The new welcome kit, while simplified and smaller, is printed on heavier paper stock with variable data that personalizes it to each member. The smaller size lowers production and mailing costs while



the personalization makes the piece more useful to the individual member, serving as a reminder of their benefits and making a good first impression of the plan. What's more is that the welcome kit was also designed to include ID cards, eliminating the cost of another mailing and eliminating complexity for members and staff.

"The expense of mailing a large welcome kit when we only had 10,000 members wasn't a big deal," adds Faigin. "But now that we've grown substantially, we need to be more conscious of these costs. MPX provided a solution that's not only more affordable but is a better reflection of our brand and is more useful to our members. For instance, in addition to integrating ID cards, MPX optimized the way Friday was including compliance disclosures in welcome kits, moving them from more costly print-on-demand to static inserts which resulted in an ongoing savings of at least \$30,000 and more as we continue to grow."

Today, Friday Health Plans has fully integrated the multiple brands, plans and associated correspondences and data into the single brand and well-managed customer experience it envisioned. With a flexible and universal fulfillment architecture provided by HealthLinq, the company is well positioned for further growth. The Friday Health Plans team continues to meet regularly with its MPX project managers to identify and address needs on a weekly basis.

Interested in how MPX can assist your company in streamlining and improving your member communications? Contact us today.

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Tracy Faigin, Chief Marketing Officer
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