

# The Nolan Company

HEALTHCARE OFFERING



## PERSISTENCY MODELING

*Understand How Ancillary Benefits Impact Your Top Line*

**A**dding ancillary benefits can impact retention in your medical business, delivering value that can far outweigh the revenue they generate on their own. However, understanding exactly where, when and how to add ancillary products to your medical book of business is critical for success.

### **Health Plans are Improving Member Retention by Adding Ancillary Benefits**

As the health insurance marketplace undergoes unprecedented changes, factors such as Medicaid expansion and the introduction of health insurance exchanges are increasingly creating a “business to consumer” market dynamic. As a result, competition within the industry has increased substantially, and health insurers are looking for ways to retain their members longer. Industry research has established that when health insurers add ancillary benefits such as dental, vision, and long and short-term disability coverage to their offerings, member retention improves. But understanding which ancillary benefits to introduce, which lines of your medical business will benefit most from them, and the best timing and sales channels to use is where the real challenge lies.

### **Understand Where, When, and How to Add Ancillary Benefits for Maximum Impact**

Health insurers understand that adding ancillary benefits increases member retention; a critical success factor in an increasingly competitive market. But in order to succeed with this strategy, insurers must take a thoughtful, rigorous approach to understanding exactly how ancillary benefits will impact their specific business. The interaction between ancillary benefits and medical plans varies. Under-

**HEALTH CHECK**

**Let Us Help You Understand the ROI of Ancillary Benefits for Your Business**

Give us three weeks with your organization. We'll look at your medical lines of business, identify the potential impact of ancillary benefits on your top line, help you understand what the potential ROI would be for introducing those products, and recommend next steps for integrating ancillary services into to your medical business.

standing these interactions, through sophisticated modeling and analysis, can help you determine which ancillary benefits are the best strategic fit for your lines of business, and which approach will deliver the greatest impact on member retention and revenue for your company. This is where The Nolan Company can help.

## The Modeling and Analytical Tools You Need to Compete and Win

At Nolan, we have the modeling and analytical tools to help you quickly understand how introducing ancillary benefits will impact the persistency of your medical business. These tools will enable you to quickly understand the potential impact of specific ancillary benefits on retention in your medical business, and how it affects your top and bottom line.

Our highly experienced, industry specialist will work with you to:

- Build an in-depth profile of your book of medical business.
- Integrate your product and enrollment data with our industry data to create a model that helps you understand how adding ancillary benefits will impact your top and bottom line.
- Clarify which of your medical products to start with, which ancillary benefits to add first, and which sales channels are most appropriate.
- Develop a strategic roadmap to identify the best path forward for integrating ancillary benefits into your business.
- Create a defined operational model required for integrating ancillary benefits into your organization.
- Identify the ideal “build/buy or partner” scenario for ancillary benefits specific to your organization’s needs.

## Take the Guesswork Out of Member Retention for Your Business with Nolan

Health insurers, their specific products, and the needs of their members are unique. We know that not all ancillary benefits marry well with all medical products. And we know that uptake rates and penetration of ancillary benefits across medical products can vary widely. Minimizing disruption to your organization and your members, increasing the likelihood of success, and driving revenue for your organization as quickly as possible are important in order to succeed in today’s increasingly competitive health insurance marketplace. This is precisely what our approach enables you to do.

### Why Nolan?

Nolan Consultants are seasoned healthcare industry executives who have not only consulted on these issues — *they’ve owned them*. Their backgrounds give them insight into the problems you face and the ability to collaboratively expand and extend your team’s skills. It is our unique blend of approach, tools and methods, and industry veteran consultants that sets us apart from other firms.

### About Nolan

For more than 40 years, The Nolan Company has helped businesses improve service, quality, productivity, and profitability through process innovation and effective use of technology. We’re experts in developing operational and technology solutions that deliver immediate results and lasting outcomes — and we’re committed to working with you from assessment through implementation.

## TAKE THE NEXT STEP: CONTACT US

To learn more about Nolan’s comprehensive approach to Persistency

Modeling, or any other operational or technology issues,  
visit [renolan.com](http://renolan.com) or call (800) 248-3742.