



# Solve product configuration. Secure every sale.

## Why top payers are making the shift to a modern product catalog

You don't need to be a data scientist to sense the change happening right now. Medical expenses continue to grow at unsustainable rates and employers are looking beyond traditional methods to lower costs. More companies are going to self-funded programs which allow greater benefit flexibility. Prolonged sales cycles that do not include innovative, responsive plan designs are a non-starter. So how can you equip your sales teams with the best product portfolio to win business?



## 62% of firms are shopping for a new health plan.<sup>1</sup>

Employer health spending continues to climb steadily and companies are frustrated. They want cost relief and are aggressively exploring new benefits and demanding unique plans aimed at shaking-up the status quo and driving results. If you can't provide it, they'll take their business elsewhere.

## \$12 - \$18 billion for 3 – 5 years<sup>2</sup>

The cost of losing a large contract is steep and the pain can persist for years. Some 23 percent of firms that are shopping will switch insurance carriers,<sup>3</sup> making each group sale critically important. Payer investments in sales-quoting software aren't enough to win accounts that are focused on overhauling employee benefits.

## It's time to modernize your product catalog

Stop stumbling through high-stake RFPs, trying to price and quote plans that can't be operationalized. The best way to close more deals is to leverage modern product catalog capabilities that accelerate speed to market, innovation, and sales cycles.

## Evolve product capabilities. Boost sales.

### Here's how to win more deals with a modern product catalog

Seamlessly adding a modern catalog into your existing portals automates product guardrails that **guide sales users to pull the right benefit levers to win the deal**. Traditional sales quoting systems fail to do this, and reps are unable to sort through product details and make smart choices.

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A modern catalog solves this key issue; it won't hold up sales negotiations as the rest of the organization determines how best to handle benefit exceptions. Instead, rich collaboration and workflow tools **accelerate sales requests across the enterprise**, so teams can quickly generate winning proposals.

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What's more, a modern catalog **speeds product configuration by as much as 300 percent**, so your sales reps can be first to market with the latest benefits and plan designs.

<sup>1,3</sup>Henry J. Kaiser Family Foundation, 2018 Employer Health Benefits Survey (2018).

<sup>2</sup>Star Tribune, Christopher Snowbeck, 2016

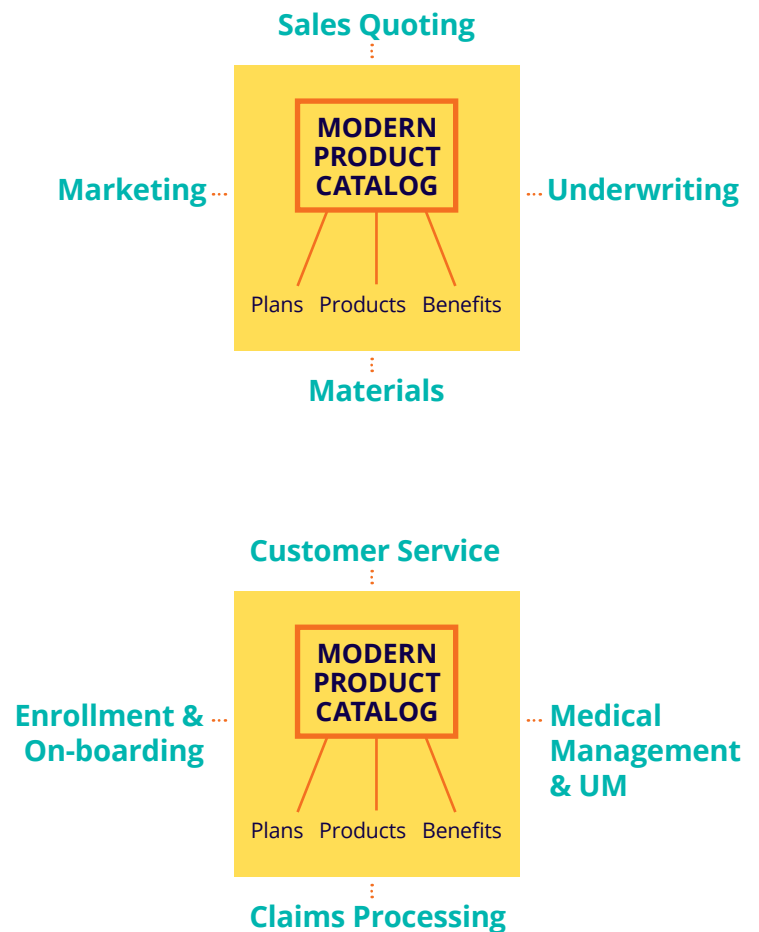
# One catalog. Infinite benefits.

A modern product catalog serves as a single source of truth for product and benefit information across the organization. It empowers you to provide the right level of product detail and user-tailored views across the enterprise to reduce costs and improve performance. The catalog helps your customer-facing and support functions execute against your service contracts by providing them with accurate and actionable product information.

A modern product catalog goes beyond the needs of sales. As an enterprise tool, it helps you:

- **Streamline** account installation and member on-boarding
- **Simplify** customer service and self-service
- **Facilitate** deeper customer understanding of coverage
- **Improve** utilization of services and health outcomes
- **Increase** accuracy of claims adjudication

## Create wins for sales, service and operations



A modern product catalog not only makes things better for product builders and sales associates; it drives down costs and improves the performance of your entire organization.

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**"Anybody's product space getting simpler? Mine's not... So, for us, the catalog is key for every transformational change we're going to make in both the retail and the commercial space."**

– Justin Capp  
VP of Standard Market Solutions,  
Health Care Service Corporation



## Who's getting it right?

Healthcare leaders are already embracing this approach, with dramatic results.

**Health Care Service Corporation (HCSC)** was able to deliver products 3x faster and provide 2x more innovative concepts to their sales teams after deploying **Pega Product Composer System™ for Healthcare** as its modern product catalog. Supporting sales and enrollment for group and individual business across five states, Pega Product Composer System has helped HCSC slash 70 percent of its product defects.

[Learn more](#)

**CareFirst Blue Cross Blue Shield** has centralized its products, rates and benefits in **Pega Product Composer System for Healthcare** for both commercial and government business including public and private exchanges. A product catalog for medical, dental, vision and pharmacy coverage, Pega Product Composer System feeds CareFirst's upstream and downstream users and systems including several other Pega solutions deployed at CareFirst to automate sales quoting, rating, on-boarding, contract generation, letter generation and broker support.

[Learn more](#)



## Don't be left behind.

To learn more about Pega Product Composer System for Healthcare and how a modern product catalog can help improve sales results as well as other upstream and downstream functions – [watch this clip](#)

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