



# Zyter Member Engagement™ for Healthcare Payers

Deliver a More Personal, Engaging, and  
Meaningful Member Experience



## Fast. Secure. Future Ready.

Zyter Member Engagement™ delivers a portal and mobile app with reliable speed and performance – plus the highest level of security and the flexibility to modify the solution to meet members' future needs.

- Easy claims, authorization and explanation of benefits look up
- Chatbot integration with secure messaging
- Comprehensive billing and payments functionality
- Access to 24x7 Nurse Advice Line
- Ability to tailor features to meet changing member needs
- Medical card printing and mailing
- HIPAA compliance for patient/member privacy
- Military-grade security with end-to-end encryption

Engaging today's tech-savvy healthcare plan members through online portals and mobile devices is a smart idea – unless these channels are slow and unreliable, difficult to navigate, and frustrate users instead of helping them. Even the most feature-laden mobile app will get bad reviews if users cannot get an instant response after they click a link to the information they need. Unfortunately, outdated and underperforming technology contributes greatly to a poor member experience and that can result in losing your members to a competitor's plan, as well as reduce your competitive advantage when seeking new payer contracts with providers.

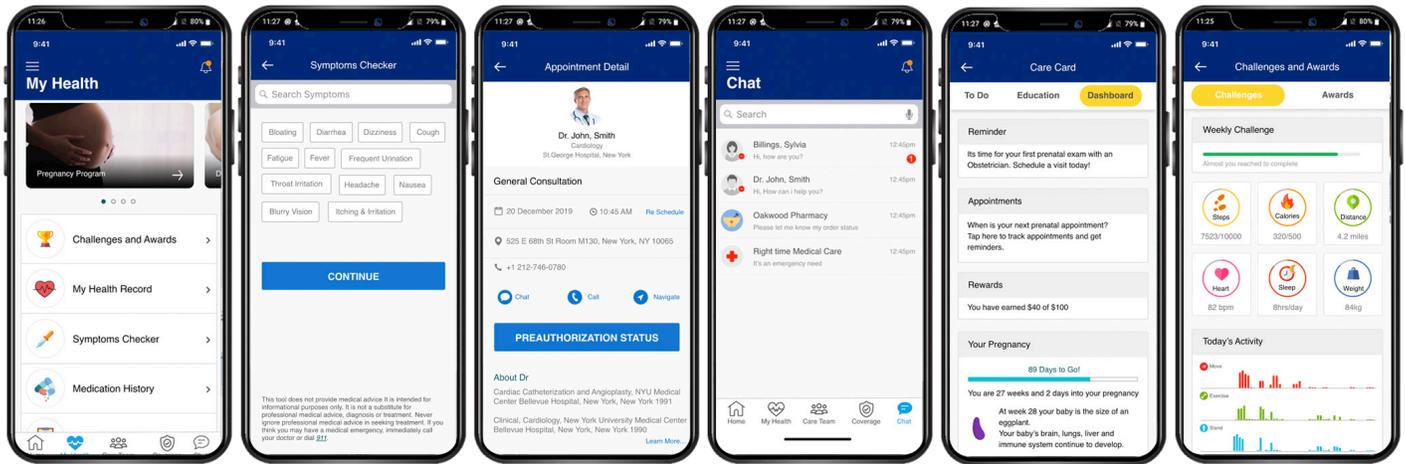
Fortunately, Zyter Member Engagement™ has the speed, security, features, and flexibility to help healthcare payers provide a highly satisfying member experience.

Zyter Member Engagement™ consists of an online member portal and mobile app for iOS and Android to provide healthcare plan members with anytime, anywhere access to their plan details and health information – plus give them an easy, personalized way to communicate and collaborate with both payer and healthcare providers.

## Rich Features. Powerful Functionality.

Zyter Member Engagement boasts an enhanced user interface on both portal and mobile app for a modern design and simplified navigation. Key features include:

- **Personalized Home Screen** – Zyter Member Engagement instantly engages members with customized content based on their health plan, conditions, gender, and other personal preferences. Members can bookmark contact information for their preferred physicians on a "favorites" list for quick reference.
- **Simplified Access to Healthcare Information** – The user interface displays the member's updated medication list and includes a symptom checker that provides recommendations for care. Using the advanced Search function, members can easily find nearby pharmacies and urgent care facilities, as well as links to urgent care providers offering virtual appointment options. They can also use the Cost Estimator in the portal or app to research the costs of certain procedures and doctor visits based on historic claim information.



- Provider-Patient Chat** – A chat feature enables patients and providers to connect virtually through secure, two-way secure messaging. Providers can collaborate with notes, links, and files to deliver effective care from a remote setting, especially valuable during the COVID-19 pandemic when physical appointments are discouraged or restricted.
- Secure Uploading of Documentation** – Members can save time and expedite communication by uploading supporting documentation within the mobile app using their mobile device camera instead of faxing or mailing them to the healthcare company.
- In-App Plan Changes and Upgrades** – Designed for flexibility as the insurance needs of members change over time, the Zyter portal and mobile app lets plan members easily shop for and upgrade to a new plan within the payer’s marketplace.
- Secure, Two-Factor User Authentication** – The highly secure, HIPAA-compliant Zyter Member Engagement portal and mobile app provides two-factor user authentication using text or email, plus secure messaging/push notifications to send health and account-related messages to members. Members themselves also can securely upload and send documentation to the payer. Bill payments are also made secure with the ability to scan checks, pay with a credit card, or through Apple Pay and Google Pay.

## Fortune 500 Health Plan Provider Gains Competitive Advantage

Technology strength is a key differentiator in the competitive healthcare marketplace. Zyter’s client, a Fortune 500 healthcare payer, deployed the Zyter Member Engagement mobile app for millions of members. The Zyter solution replaced an existing underperforming mobile app on a sluggish legacy web services system that was getting poor member reviews. The company not only increased member acceptance and satisfaction, but also won new payer contracts with states thanks to the competitive advantage of supporting member engagement with a modern, highly responsive technology stack.

## Put Your Plan at Your Members' Fingertips. Anytime and Anywhere.

The Zyter Member Engagement™ portal and mobile app can be customized with your choice of features that are most meaningful to your member demographics, including these typical core requirements for keeping plan members continually engaged and informed:

- Member registration
- Nurse advice line
- Find a doctor (Map view, current location, links to directions)
- Change PCP
- Virtual care links
- Electronic ID card
- My Health
  - Medications
  - Care plans
  - Allergies
  - Conditions
  - Assessments
  - Service authorizations
  - Inpatient and ED admissions
  - Lab results
- Get a ride
- Contact Us with linked phone numbers
- Current benefits
- Enrollment history
- Pay bill, auto pay, and statements
- Secure messaging
- Update profile
  - Email address
  - Phone number
  - Password

## Enhance Your Member Experience Initiatives

Zyter Member Engagement makes a positive difference in the following ways:

- Enhance and improve member engagement and their overall experience
- Ensure fast response time of portal and mobile app technology
- Drive positive member ratings and reviews
- Increase member adoption of user portal and mobile app
- Gain flexibility and readiness to add future member experience enhancements

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*Zyter Member Engagement™ has the speed, security, features, and flexibility to help healthcare payers provide a highly satisfying member experience.*

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## About Zyter

Zyter, founded in 2017 by serial entrepreneur Sanjay Govil, provides a cloud-based, 5G-ready platform that enables better outcomes in telehealth, home health, and remote patient monitoring, while also supporting IoT/smart technology and thermal imaging solutions. The platform's open architecture, military-grade security, and compliance with multiple industry standards enables organizations in healthcare, education, entertainment, government, and transportation to easily and effectively connect, communicate, collaborate and engage. In 2020, the company won more than 50 awards for its solutions including Best Health Care and Medical Innovation as well as Company Innovation of the Year (One Planet Awards, Silver). The privately-held company is based in Rockville, Md. For more information, please visit [www.zyter.com](http://www.zyter.com).

## For More Information

To learn more about Zyter Member Engagement or arrange a product demonstration, please contact +1 (301) 355 7760, [sales@zyter.com](mailto:sales@zyter.com) or visit [www.Zyter.com/MemberEngagement](http://www.Zyter.com/MemberEngagement).

