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How TPA Tech Expertise Delivers Better Choices for Your Clients

PARTNERS WITH THE RIGHT IT CAPABILITIES HELP YOU GIVE YOUR SELF-FUNDED CUSTOMERS FLEXIBILITY WITHOUT COMPLICATIONS

Major carriers make a big deal about their seamless, highly integrated IT systems. One big, happy data family, with all of your clients' healthcare management data needs from a single supplier. The reality doesn't always match the marketing pitch, but that almost doesn't matter. Sales prospects expect that kind of data and technology integration – and not getting it is a likely obstacle for new customers who might benefit from a self-funded health management program.

These businesses see multiple vendors as multiple headaches for self-funding – especially when they need access to data to manage their plans and operate their businesses. But it doesn't have to be that way.

Top third-party administrators (TPAs) deliver the best of both worlds. They provide flexibility of choice so that you can build configurable plans that increase coverage while managing costs. More importantly, these TPAs and their partners also offer a frictionless IT experience, meeting and often exceeding what major carriers promise.

Here's what to look for in a TPA partner to help ensure that seamless data-sharing experience.

Experience working with payroll providers

TPAs serve as an essential link between back-end providers, such as pharmacy benefits managers (PBMs), and your customers. This process works best with TPAs with a long history of IT integration with the large payroll providers, PBMs, and other behind-the-scene providers. For example, Marpai Health partners with 10 payroll providers and 23 PBMs.

Deep HIPAA knowledge

Self-funded businesses, like every organization involved in healthcare, must be fully HIPAA compliant. TPAs with sophisticated IT operations understand the intricacies of HIPAA – mandatory X.12 transaction sets that cover requests, claims, remittances, and more. They provide the know-how so that your clients can concentrate on running their businesses.

Configurability

Major carriers expect customers to take what they're given. Only the most significant customers get individualized or customized attention. TPAs rely on exceptional service for differentiation, and that includes IT and data management services. If your clients and prospects have non-standard eligibility forms, TPAs are your smartest, fastest option for helping your clients interface with other healthcare and payroll management organizations.

TPAs also enable scalability across multiple best-of-breed vendors, which delivers deeper support for your specialties, such as cost mitigation on specific medications or population health initiatives. On the IT side, that means fast, seamless integration and robust reporting. Your organization becomes instantly more sophisticated in its offerings.

Sophisticated, Predefined Reports and Custom Reporting for Specialized Needs

Major carriers tend to provide one-size-fits-all reporting except for their largest clients. TPAs know how to handle data feeds across the health management ecosystem, as well as the types of reports that businesses of all sizes and markets might require. Your self-funded clients receive predefined reporting, along with guidance in how to use this information that major carriers rarely provide.

The best TPAs also offer robust analytics as part of the reporting package, backed by innovative partners who use artificial intelligence and similar tools to generate powerful insights and guidance. These flexible data management solutions configure quickly and intuitively for each of your customers. Equally importantly, your TPA partners also know how to build custom reports for specialized needs, along with the time-and-materials consulting necessary to make it happen.

Choice Is Good – Especially When It Comes to IT

Since TPAs provide multiple options for your clients, your recommendations can feature multiple PBMs and other services providers. The TPA already knows how to link these partners into a seamless experience. Your customers gain the cost and service advantages of self-funded plans and increase IT agility compared to major carriers. This frictionless experience comes from the broad range of partners and customers TPAs must serve, using a business model built for flexibility, innovation, and support.

Want to learn more about self-funded plans, TPAs, and how the right IT can be a critical differentiator that builds book and retains clients? Call us at (859) 389-7330, email us at info@marpaihealth.com, or visit our web site at marpaihealth.com.