

Case Study: Member Mobile Apps

Within the first six months of launching the mobile app, AmeriHealth Administrators experienced a 168% increase in mobile activity to their member web-based solution.



CHALLENGE

AmeriHealth Administrators was looking for a way to provide their members and clients with more value added services, as well as offer an innovative approach to accessing benefits information.

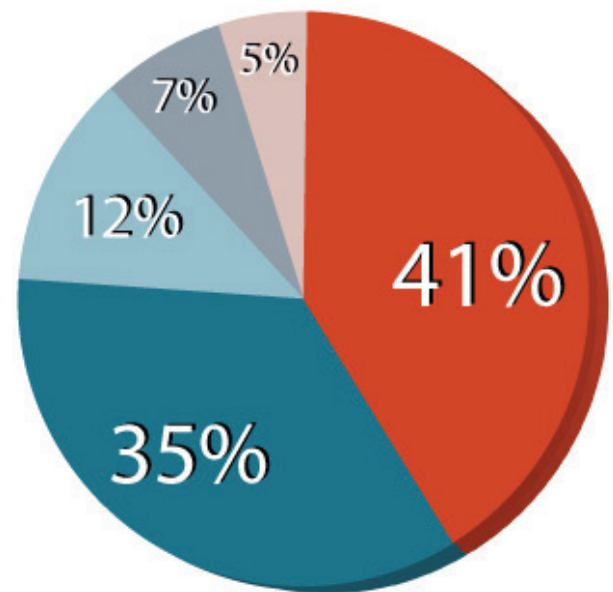
SOLUTION

Healthx developed a branded mobile app that gives their plan members access to the member web-based solution using their iPhone® or Android™ smartphones. Members have on-the-go access to their health plan information. They can easily and quickly check their benefit eligibility; view or email a copy of their ID card to their doctor; as well as perform several other useful functions. The app is also available in the iTunes App Store and Google Play, providing them an opportunity to brand and build loyalty in a competitive market.

IMPACT

Within the first six months of launching the mobile app, they experienced a 168% increase in mobile activity in their member web-based solution.

Plan Member Mobile Use Activity



- Claims
- Spending Accts
- ID card
- Eligibility
- Sign-up

About AmeriHealth Administrators

AmeriHealth Administrators is one of the largest national third party administrators providing innovative, value-based health benefits programs for self-funded health plans. The company also provides customized outsourcing services for third party administrators (TPAs) and other payers, student health plans, and fully-insured products. AmeriHealth Administrators serves over 400,000 plan members representing \$1 billion in health benefits.