

# Harvard Pilgrim SmartStart makes switching health insurance easier than ever.

Switching insurance benefits should be a seamless experience. And with Harvard Pilgrim SmartStart, it is. As part of our ongoing commitment to service and support, SmartStart eases the hassle and uncertainty of switching health insurance. We get employers and members up and running—even before their coverage starts.

**Smarter start,  
better value.**



New member  
welcome experience



Uninterrupted  
care



End-to-end  
managed transition

Connecting members and accounts to the services and staff they need.

**Our Harvard Pilgrim SmartStart transition experience centers on three core elements:**

## Superior service

**Skilled implementation support:**

Access your own experienced sales team to ensure a successful implementation.

**Employer education:** Identify, recommend, and implement self-service options, including member portal, EDI resolution interface, and online billing.

## Early member engagement

**Decision support resource:**

Our My Health Math service guides members through an analysis of plan options to help make decisions that suit their unique needs.\*

**Pre-enrollment phone line:**

Connect with the dedicated prospective member call center for questions about specific benefits and coverage.

**Clinical transitions:** Pre-enrollment support to ensure members seamlessly transition to their new benefits, including prior authorizations, pharmacy coverage, and connecting to care management.

**Access to digital ID cards:** Instant access even before coverage is effective.

## Data capture

**Guided digital welcome**

**experience:** Capture member information through a quick digital journey as soon as enrollment is complete. This additional channel for early and easy collection of member data assures more complete capture of important information.

**PCP and data verification:**

Identify important transition care touchpoints by verifying primary care information and the use of the data capture journey.

\*Available only to fully-insured groups (100+ subscribers) that offer two or more Harvard Pilgrim plans; one must be HSA-qualified.



## Our digital welcome guide connects members and their families to services.

After enrollment, our new, guided welcome program takes members just 5 minutes to input their important health information and access their digital ID card. Our systems and staff make sure members get the right services to optimize health and well-being. Harvard Pilgrim SmartStart provides easy access to the best possible care and appropriate care management programs.



**Our digital welcome guide makes it quick and easy to get started.**

## When completing our new member welcome guide, members will have:



Access to digital ID card (Apple Wallet compatible)



Confirmation of PCP or chance to choose one



Completed personal health assessment which helps connect the member with services



Opportunity to access a Care Management Nurse for assistance



Information about how to get the most value out of their new plan

**Want to learn more? We're always here to help. For information on Harvard Pilgrim SmartStart, contact your account executive directly.**