

TPA Eliminates the “Thud Factor” for Clients



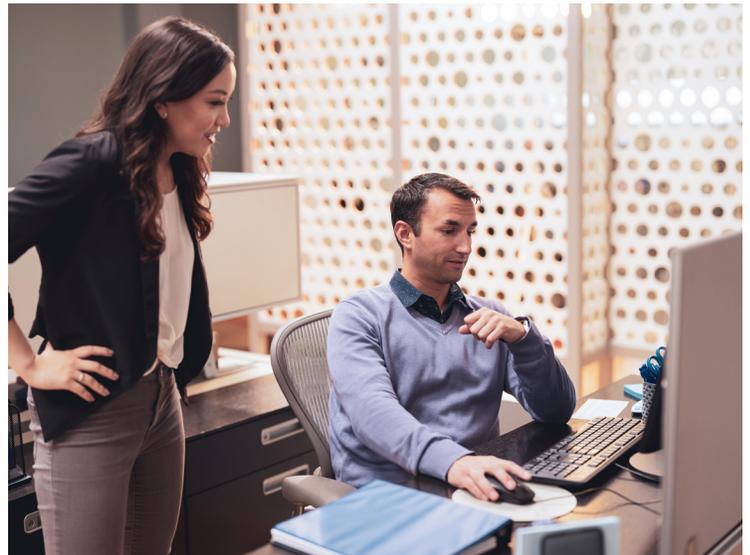
BRMS Maximizes New Business Opportunities with Zelis Network360® Analytics Suite

In 2020, Benefit & Risk Management Services (BRMS), a California-based Third-Party Administrator (TPA), was looking for a way to provide prospective clients with concise, easy-to-use health insurance network reports that didn’t dent their desk upon delivery. In fact, this problem had become so prevalent, it had become known as the “Thud Factor.”

Having explored solutions in the market, they ultimately found the perfect solution—Zelis Network360® Analytics Suite—and BRMS has been using it ever since.

“When we work with prospective clients who are seeking a TPA, they typically ask us to run an analysis of two or more insurance providers so they can compare the services, costs and other essential information,” said Bill Heidt, BRMS National Sales Executive. “Those reports are usually 60, 70 or 80 pages long and take three or four weeks to develop. Clients really don’t want to review that much information.”

Unlike other solutions, the Network360 Analytics Suite is designed to develop, manage and sell smarter and more adaptable health insurance networks by delivering competitive analysis related to provider participation, access and cost. Network360 empowers users to compare networks based on specialty, geography and market segment and use the data to engage with current and prospective clients. The platform’s versatility and customized network insights simplifies decision-making for network development and management, strategy and competitive intelligence, and sales.



“Network360 has been a game changer for us.”

– Bill Heidt, National Sales Executive at BRMS

“If a client doesn’t have experience reviewing a standard geo-analysis report, all the numbers can begin to look the same, and people can start to glaze over when reading that kind of data,” Heidt said. “But if you’re looking at a Network360 report, it’s 10 or 12 pages with a dashboard format that includes pie charts and graphs, making it easy to interpret the numbers and make informed decisions.”

“Network360 has been a game changer for us,” Heidt relayed. The TPA has been able to shape its strategy and build a more modern, flexible network to meet clients’ needs after partnering with Zelis to implement Network360.

Maximizing New Business Opportunities

BRMS serves more than 550 companies nationwide and manages over \$1.6 billion in premium annually. It uses Network360 to optimize new business opportunities by quickly determining which insurance network will best serve a prospective client. With simple inputs of census-based data and zip codes, Network360 analyzes each network in the BRMS database and determines which are best suited to meet a particular client's needs.

Before adopting Network360, Heidt's team spent weeks generating reports and, in some cases, discovered that the network they analyzed was ultimately not the right fit for the client. With Network360, BRMS can provide a broker with the best networks to meet the client's needs.

"Network360 is a huge time saver for my sales team," Heidt said. "Normally, it would take weeks to get an analysis of various networks, now it takes minutes. Being able to more quickly identify the strongest networks for our clients allows us to make important decisions more efficiently than before. It gives us a level playing field to work from, versus shooting a bunch of darts into the dark and hoping to get it right," he continued. "We use this tool on almost every opportunity."

Finding Better Coverage and Higher Discounts for Clients

BRMS, which serves companies with 100 or more employees, implements employee insurance benefits for companies with self-funded plans that are switching TPAs and looking for improved coverage and higher discounts. It uses Network360 to introduce self-funded plans to clients that want to move away from fully insured plans and are seeking new insurance networks and the best, most cost-effective coverage. BRMS also regularly analyzes drug formularies



in the regions that it covers in order to keep out-of-pocket medication costs in check for its members.

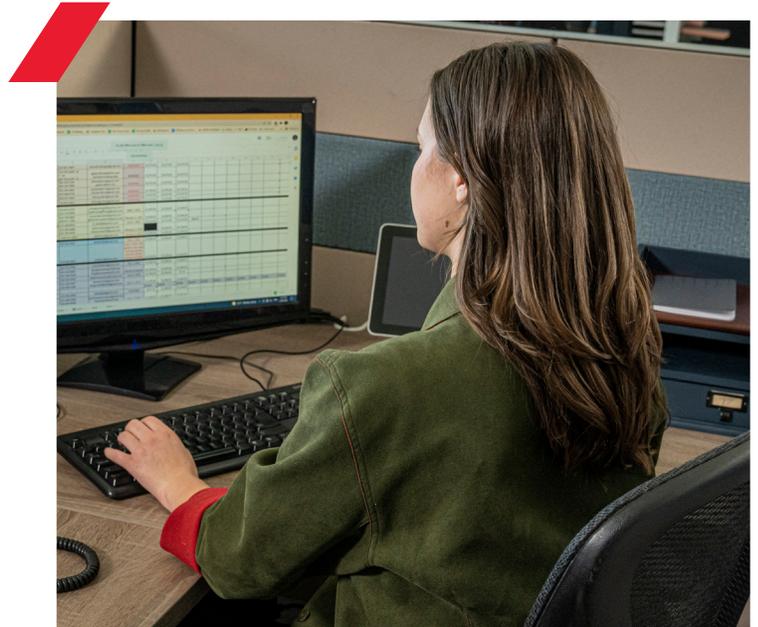
"From the start, Network360 has been a wildly successful program that has impacted our ability to meet goals and grow our business," Heidt said. "I would 100% recommend Network360 – it's easy to set up, very responsive, and once it's in place, it basically runs itself. Employees can be quickly trained on how to use it and the Network360 reports are intuitive and uncomplicated."

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About BRMS

Benefit & Risk Management Services is a leading employee benefit administration and healthcare risk management TPA that is building trusted and valued relationships to reduce healthcare costs. Redefining the value of third-party administration with the most advanced technology solutions, BRMS helps more than 550 organizations control their benefit costs with advanced administration services, creative funding options, and innovative web-based benefits administration system – MyHealthBenefits—that streamlines internal processes.



Network360 at a Glance



Understand your position

See how your network compares to competitors based on specialty, geography, and market segment in order to retain and win business.



Recruit providers

Generate lists of providers based on network participation, specialty, geography, and market segment to maintain network competitiveness and compliance through recruitment.



Disruption analysis

Measure your network's disruption with our enhanced approach that adds competitive provider data to traditional analyses, to highlight where you win over the competition.



Custom network insights

Connect with consultants for custom network evaluation reports and dashboards covering service area, market segment, accuracy, historical trends and more.

Develop, manage and sell smarter and more adaptable networks.

To learn more, please visit Zelis Network Solutions at www.zelis.com.