

Building for Growth, Efficiency, and a Consumer First Future

The next-generation core administrative platform for payers that delivers reliability and scale from day one.

Challenge

Once the Affordable Care Act enabled individuals to buy health insurance independently, Friday Health Plans CEO Sal Gentile knew he would be entering new markets every year and that he must do so efficiently. Sal's company, Friday Health Plans, is purpose-built, prioritizing benefits — like free doctor visits and free generic drugs, and catastrophic coverage — for people coming into the market who want to purchase health insurance. These people often work independently and are not tied to a 9-5 company job. Sal wanted Friday Health Plans to have a startup's ideology with an experienced operation's IT foundation. Friday Health Plans partnered with HealthEdge and UST HealthProof to deliver the operational efficiency, top-notch customer service, and smart technology core to its consumer-centric approach. With HealthEdge and UST HealthProof running his core claims operations, Sal Gentile has achieved outstanding customer experience metrics while being able to scale to meet his lofty growth goals.

HealthRules Payor

HealthEdge's next-generation core administrative processing system, [HealthRules Payor](#), enables Friday Health Plans' business to grow. Legacy systems have minimal business flexibility, convoluted configuration, and custom code that requires months for simple changes. Outdated legacy platforms, aging satellite systems, and expensive, error-prone manual processes often stand in the way of business agility.

"The biggest problem HealthRules Payor helps us solve is scalability. I have the confidence that I can go to three to five markets a year, continue to grow in our existing Colorado, Nevada, New Mexico, and Texas markets, and not worry about whether or not the platform will be able to support it," said Sal Gentile.

While insurance is a very regulated industry, it's also changing all the time. **"HealthRules Payor allows us to bring in a new plan design or contract, test new features, and put them into the market in only hours or days, not weeks or months that are normally required with other systems."**

Results

As the next-generation core administrative system that runs Friday Health Plans' operation, HealthRules Payor is built for growth, reliability, and customer excellence. Friday Health Plans' results include:

- > **99% member service first call resolution rate in 2020** The patented, English-like HealthRules Language™ eliminated the need for customer service representatives to understand archaic configuration parameters found in the previous Friday Health Plans legacy system. With answers to member and provider questions available instantly in English, customer service representatives now answer questions correctly the first time.

"As CEO, there are many things I worry about. HealthRules Payor does what I need it to do to sleep well at night. Operationally scaling to meet my lofty growth goals, while minimizing inaccurate claims, customer service representative issues, etc., are all critical components to our future success. And HealthRules Payor does all this and more."

SAL GENTILE
FRIDAY HEALTH PLANS
CHIEF EXECUTIVE OFFICER

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