

Insurance Tech Enabler



A pragmatic approach to leverage your data and drive business success

The road to big data success is littered with underlying data quality and integrity issues, varying file formats, and data sources. At Trendz Data, we pave the road so you can get to your data, predictive analytics, and operational needs quickly.



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Trendz Data Suite is a line of integrated, adaptable data management and analytics business solutions that enables you and your people to leverage your data to enable your business strategies.

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Feedback

Please send comments or suggestions about this document to the Trendz Solution Marketing Team (info@trendzdata.com)

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Introduction

Many organizations are looking to leverage their data to increase their competitive edge, reduce operational waste, or grow their business. The purpose of this document is to provide a straightforward review of the challenges faced by most organizations when looking to leverage their most plentiful resource... their data. Additionally, we will provide our view of the tools needed to allow any organization to be successful when looking to use their data to aid in attaining their business or organization goals. We'll attempt to use candid commentary and common terminology, avoiding the corner cases and rare scenarios.

Technology when used effectively, can be a tool to **add new services** and **increase revenues**.

Operations and IT can become a cost center dragging profitability and more importantly, scalability down and be an obstacle to growth. Too often business growth can be accompanied with rising

overhead and consequently shrunk margins due to the disproportional cost of employee time and risk of manual error.

There is opportunity loss at play as well, when resources spend their time executing mundane data operations, they do not innovate or perform client focused, core business activities. Every Broker & TPA knows this and needs a growth enabling solution, most frequently getting caught in the limiting backlog of IT or worse, technology limitations!

Insurance is data heavy, exchanging large amounts of eligibility, enrollment, claims, premium data regularly, in various formats (csv, excel, pdf, xml, 834, 837, custom api's) and disparate layouts. The difference between superior operations, indeed even increased revenue opportunity and delivered client services can be enabled by the right-fit tech, what we like to call **“Enabler”** tech as opposed to **“Limiter”** tech.





Said **Enabler** should enable timely and efficient data-intake, data-processing and ultimately, data-enabled services like; month-on-month List Bills, Plan Design modeling, Eligibility, Enrollment, Claims EDI feeds from clients/to carriers and reports like Loss Ratios, Commissions, Premium reports that can make the difference between growth and scalability vs. operationally limited businesses.

In the current business environment, with new products and markets opening up quicker than before, operational efficiencies awarded by a-la-carte tech “Enablers” such as offered by Trendz Data can make you more profitable and open up new service offerings faster than before, and, as evidenced by our customers, enable you to compete with both large competitors with access to large pools of in-house expensive talent as well as new businesses nimble and equipped with the latest toys technology can offer. At Trendz, we are on a mission to make Healthcare affordable for everybody, and we want to learn how we can partner with you to make this happen.

Data, like so many
paradigm-shifting
advancements,
will either be your
wave to ride to more



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