

Questions You Should Ask Yourself When Considering a New Portal

Deciding to switch to a new portal is a big decision. Implementing a portal requires time, coordination, and communication efforts. As a result, it's important to define what a successful portal implementation should look like.

Here are some questions that will help you define the business problems that need to be solved by your next portal and the portal capabilities that will set you up for future success.

1. How many portals are we asking our stakeholders to log into?

i If it's more than one...

Chances are your stakeholders are confused about which portal to use. By consolidating your portals into one, you can create a clear, seamless experience for your stakeholders and possibly cut down on the costs of your other portals too.

2. How much time and effort do we spend telling users which portal to go to for what?

i If your stakeholders aren't sure which portal to use...

They will likely call your team to ask or give up trying to find the answer...which can also lead to high call volumes. By consolidating your portals into one, users only have to remember one portal to go to – yours. Your team will also avoid providing login support for several portals; they'll only need to manage one.

3. How much time does our team spend every week getting information for stakeholders who should be able to get it themselves?

i When information isn't accessible in a self-service manner...

Your stakeholders contact your team to get that information. This ultimately creates an unhealthy dependency on your team and can drag on your staff's productivity. If you put your information in a portal for your stakeholders to access, you'll make the customer experience easier for them. Your team will also have more time and better focus.

4. How much time does our team spend re-emailing information (reports, documents, invoices, etc.) because the recipient couldn't find the original email?

i It's very easy for information to get lost in an email inbox, and every time your staff has to re-send information, your company is spending money on inefficiencies. If your team is spending excessive time re-sending information, implement a portal that lets your team post those important details online. Your stakeholders can get the required information whenever they want, and your team will save time and cut down on repetitive efforts.



To discuss these needs further, Schedule a Demo of the Health Portal Solutions' portal. We can collaborate on the best way to create a successful portal for your organization.

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5. What aspects of my business are heavily reliant on manual processes and paper-based processes?

i Enrollment requests, phone inquiries, or processing pre-authorization requests can all be weighed down by manual staff efforts. If you're spending too much time addressing these needs manually, then those manual processes need to be eliminated by your next portal.

6. Which systems and vendors need to be integrated into my next portal?

i Your portal should enable you to organize your data and vendors into one place. This includes bringing in data from your claim system, prescription benefit management (PBM) systems, explanation of benefit vendors, ID card vendors, case management vendors, and wellness program providers.

7. Do I have enough people on staff to build the portal internally?

How many people on your staff have the scheduling capacity to thoughtfully focus on creating your portal over the next several months or years?

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| ☐ Network Administrators | ☐ UI/UX Designers | ☐ Project Managers |
| ☐ Database Developers | ☐ Software Developers | ☐ Quality Assurance Analysts |

i A new portal implementation requires the efforts of many skillsets and human hours. Does your company have these team members on staff and can they take on another project? If so, it might make sense to develop your own portal. If not, it would likely be more cost-effective to outsource your portal development to an experienced vendor.

8. What online capabilities are my stakeholders asking for?

i In your rush to implement a new portal, don't forget to deliver the online capabilities your members, healthcare providers, clients, and other stakeholders have been asking about. Your next portal is your chance to meet these needs.

You've just set the foundation for defining the requirements for your next portal and defining what a successful portal implementation should look like.



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