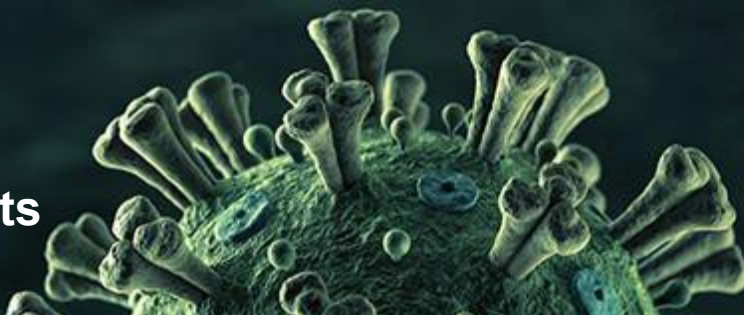




COVID-19 Latest Insights



Patient Portals

We have an opportunity to be some of the first in the industry to help clients have healthier outcomes by encouraging patient portal usage as well as to potentially improve underwriting turnaround times and get your clients covered faster.

What is a patient portal?

A patient portal is a secure online website that gives patients convenient, 24-hour access to personal health information from anywhere with an internet connection. It also allows clients to schedule appointments, refill prescriptions and communicate with their care providers more quickly and efficiently.

Patient portals have been slow to gain traction, but a transformation is under way; this is the way of the future. This is a great time to get educated and inspired about patient portals for the health of your clients and your business.

Patients who use their patient portals have improved patient activation, which means better health outcomes. Accessing their health information and communicating with their care providers gives them the knowledge and information they need to make wise health choices.

Encourage your clients to get familiar with their patient portal. This will improve their health outcomes and may even help their insurance get placed more quickly.

Why is this relevant for life insurance?

We believe that tapping into the patient portal resource may possibly expedite underwriting and reduce underwriting costs. Tapping into the patient portal resource may expedite underwriting and reduce underwriting costs. Your client can go into their own patient portal and pull medical information instead of you having to order it, wait for it and pay for it. This may also be a helpful resource during pre-underwriting.

How are firms using patient portals?

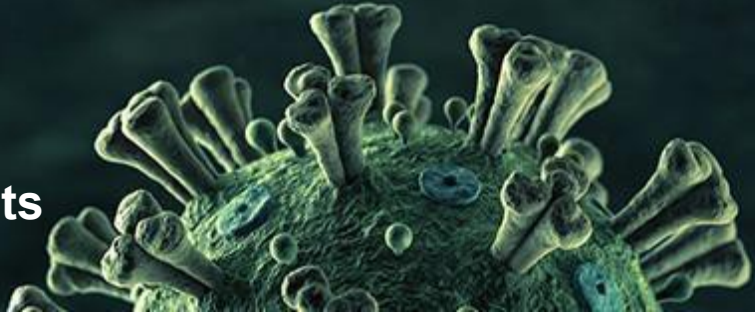
Firms are using patient portals when there is an outstanding medical report (e.g., mammogram or colonoscopy), a missing report that the records company can't find and/or when they are having trouble getting the records from a vendor.

How will this benefit my clients?

There are multiple areas where your clients will benefit if they use their patient portals. Clients just need to be educated on this if their doctor hasn't already shared this information with them. First and most important for your client, research shows that clients who use their patient portals tend to have improved patient activation, which typically means better health outcomes. Patient activation is measured by patient engagement in their healthcare, how well a patient manages their own health care and how educated they are about their health. Another benefit is that by pulling information from their patient portal instead of waiting for an APS service, clients/patients may speed up their placement of life insurance. Finally, they are able to communicate more quickly and efficiently with their doctors, schedule appointments online and even have prescriptions refilled without having to call the office.



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Will older age clients use patient portals?

While many of your clients may be older in age, that doesn't mean they aren't interested in using their patient portal. Research shows that elderly clients are motivated and interested in viewing their health information online, especially if they have a chronic health condition. While older age patients may need a little more help navigating the patient portal, they may also be your most motivated and engaged users.

Make your firm stand out by being a leader in technology and faster underwriting times while helping your clients improve their health outcomes. Get comfortable with patient portals and encourage your clients to use them. Please reach out to your NFP team with questions.

This information has been provided as an informational resource for NFP clients and business partners. It is intended to provide general guidance, and is not intended to address specific risk scenarios. Regarding insurance coverage questions, each specific policy must be reviewed in its entirety to determine the extent, if any, of coverage available for the impact of the Coronavirus. If you have questions, please reach out to your NFP contact.