Scaling a Third-Party Administrator (TPA) with Digital Solutions

The zAnalytics Reporting Suite by zakipoint Health empowers TPAs, brokers, and healthcare payors with actionable insights to enhance healthcare management. With custom cohort creation, weekly data updates, and tailored reporting, our dashboard supports informed decision-making. Our flagship app, zConnect, acts as a digital gateway, gathering complex healthcare data to provide in-depth insights for members.
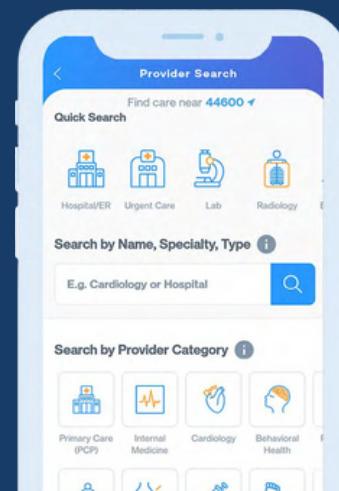
Challenge:

A Midwest TPA faced significant challenges competing with established BUCA carriers (Blue Cross, UnitedHealthcare, Cigna, and Aetna) while working to expand market share. The CEO was especially focused on demonstrating clear ROI to clients, balancing service adoption, cost management, and risk mitigation for self-insured employers. The goal was to create a cohesive member experience and increase service adoption without adding costs. They needed a scalable, efficient solution to show measurable impact and address key concerns around ROI visibility, operational efficiency, and client satisfaction.

Solution:

To address these challenges, the TPA partnered with ZPH to implement two key solutions:

- zAnalytics: A data analytics platform provided clear and actionable insights into the risks and costs associated with their membership. This enabled the third-party administrator (TPA) to effectively manage their growth while minimizing the need for additional resources or hires, resulting in only a 20% increase in staff despite significant scaling.
- zConnect: The TPA streamlined the customer experience by integrating a multi-touch member experience app. The app's AI-powered chat feature dramatically reduced call times and offered real-time access to care, providing a seamless, user-friendly experience for members.

Impact:

180% Growth Rate

The TPA successfully scaled its business while maintaining operational efficiency.

4:1 ROI

The TPA saw a strong return on investment through enhanced reporting and service delivery.

300 FTE Hours

Saved monthly in overall report generation with automation and streamlined reporting.

The TPA scaled its business through our fully integrated digital solutions and significantly improved client satisfaction and efficiency. The CEO described the AI-integrated chat feature as a significant breakthrough for their organization.

Interested in seeing how our solutions can benefit your business? Request a demo today of zAnalytics & zConnect!