

## Edifecs Encounter Submissions Nurture Campaign

### Email #1

**Subject line A:** <FirstName>, [CASE STUDY] Top Health Plan Achieves >99% Acceptance Rate

Preview copy: Learn how our Encounter Submissions solution increased accuracy and compliance.

**Subject line B:** <FirstName>, [CASE STUDY] How This Health Plan Achieved a >99% Acceptance Rate

Preview copy: Less financial risk, more revenue are possible with our Encounter Submissions solution.

### Body copy:

Hi <<FirstName>>,

When we first started working with one of the leading managed care plans, the organization had recently expanded into the ACA marketplace, and taken on more complex members and risk.

Facing new regulatory requirements, they lacked the knowledge and expertise necessary to navigate the new rules and keep up with the volume of additional encounter submissions.

Inefficient processes and limited visibility also affected their ability to track, review, and resubmit corrected encounters. As a result, they experienced low risk score accuracy and a high rate of rejections.

With **Encounter Submissions**, our AI-powered, SaaS-based comprehensive encounter lifecycle management platform, they gained improved visibility, and the ability to prioritize errors for resubmission without any of the hassle of disparate systems.

With a single platform that unified all of their workflows, they experienced better risk-adjusted revenue accuracy, continuous compliance, and optimal efficiency.

In fact, our solution allowed them to achieve a **99.71% acceptance rate** for member and claim submissions for **three consecutive years**.

See how they did it. Read the case study.

[CTA BUTTON]  
GET IT NOW

## **Email #2**

**Subject line A:** <FirstName>, [VIDEO] How to Improve First Pass Compliance  
Preview copy: See how our Encounter Submissions solution can help you keep up with changing regulatory requirements.

**Subject line B:** <FirstName>, [VIDEO] Stress-Free Encounter Submissions  
Preview copy: See how our Encounter Submissions solution can reduce financial risk and drive revenue.

**Subject line C:** <FirstName>, [VIDEO] Encounters Keeping You Up At Night?  
Preview copy: See how our Encounter Submissions solution can reduce financial risk and drive revenue.

**Subject line D:** <FirstName>, [VIDEO] Don't Lose Sleep Over Encounter Errors  
Preview copy: See how our Encounter Submissions solution can reduce financial risk and drive revenue.

## **Body copy:**

Hi <<FirstName>>,

Expanding into new markets and lines of business means more members, more claims, and complex, ever-changing rules.

Payers that have outdated systems, manual workflows, and inefficient processes are vulnerable to compliance risks, high costs, revenue leakage.

**Encounter Submissions**, our AI-powered, SaaS-based comprehensive encounter lifecycle management platform enables:

- Complete, timely, and accurate encounter submissions
- Continuous compliance
- A unified workflow that ensures scalability and supports future growth

In fact, in 2023, our customers realized:

- >97% first-pass acceptance rates for Medicare & Medicaid
- >99% first-pass acceptance rates for ACA Marketplace

In our new video, we explore how our solution allows organizations like yours to reduce financial risk, capture more revenue, and breathe a sigh of relief.

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WATCH NOW

### **Email #3**

**Subject line A:** <FirstName>, Error-Prone Encounter Submissions? We've Got You Covered.

Preview copy: Achieve a 99% first pass acceptance rate with our solution and team of experts.

**Subject line B:** <FirstName>, Encounter Submissions Are Getting More Complex. Let Us Do The Heavy Lifting.

Preview copy: Stay compliant and keep up with our SaaS-based solution and team of experts by your side.

**Subject line C:** <FirstName>, Can We Take Encounter Submissions Off Your Plate?

Preview copy: Our SaaS-based solution and team of experts can help you achieve a 99% first pass acceptance rate.

**Body copy:**

Hi <<FirstName>>,

Between fragmented encounter data, disparate systems, and manual, inefficient processes, managed care plans continue to struggle with incomplete, poor-quality data and are vulnerable to compliance risks and revenue leakage.

With increasing patient complexity, evolving regulatory requirements, and the shift to value-based care, these challenges aren't going away anytime soon.

**Encounter Submissions**, our AI-powered, SaaS-based comprehensive encounter lifecycle management platform helps plans like yours to:

- Improve accuracy— with **nearly 100% first pass acceptance rates**
- Ensure automatic, continual compliance despite regulatory changes
- Save time with pre-built knowledge packs for 36 states
- Simplify encounter operations
- Scale and prepare for future growth

With more than 1.4B encounters submitted annually across all managed care lines of business, our experts understand the complexities and challenges that come with managing encounter data.

With Edifecs as your trusted partner, you can minimize financial risk, maximize revenue, and feel secure that you're prepared for what's next.

Want to learn more? Read our solution brief.

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DOWNLOAD