

# Design, manage and operationalize plan and benefit information

StepWise® Product Lifecycle Manager enables health plans to rapidly design, manage and operationalize plan and benefit information across sales, administrative and fulfillment systems. Its enterprise-level product portfolio management tools and centralized data repository transform legacy processes to increase speed to market, ease compliance, ensure accuracy and improve market responsiveness.

Stepwise Product Lifecycle Manager is part of the StepWise Suite from Optum – three solutions that both interoperate and stand alone to promote data integrity and enterprise agility from product ideation to revenue generation.

**Accelerate product innovation.** Enable rapid, agile product innovation with an automated and integrated solution for collaboration and development of product entities, attributes, availability rules and benefit documentation.

**Simplify plan customization.** Easily tailor plans for lines of business, markets and distribution channels by modifying existing and creating new product components that meet market need, regulatory requirements and business guidelines.

**Ensure compliance.** Validate product compliance with automated, customizable rules that ensure products comply with regulatory, market and system requirements.

**Improve accuracy and consistency.** Improve quality through a centralized product repository that models and defines all relevant aspects of a product, and allows multiple system integrations for a common, single source of product truth.

**Maximize transparency and collaboration.** Ensure broad access to the product information required for each user to contribute to product development success. Robust workflow tools and role-based security provides each user with access to information appropriate to individual needs.



## Health care at the speed of business

StepWise Product Lifecycle Manager simplifies product development, enabling all stakeholders to make rapid and informed decisions on innovative products to meet customer needs.

**Empower sales and marketing.** Generate accurate plan and benefit information to provide customers with the information they need to make informed decisions.

**Enable portfolio analysis and rationalization.** Easily view product portfolio performance and monitor product goals and strategies through product dashboards and reports.

**Ensure data security.** Multiple levels of security provide ultimate flexibility, transparency and collaboration.

**Partner with health care experts.** Optum consulting helps organizations maximize the value of the StepWise Suite of products through best practice models and consulting expertise.

## Additional benefits

- Enable rapid product innovation and market introduction.
- Improve operational and distribution efficiency.
- Reduce cost of product related processes.
- Facilitate communication and decision-making for stakeholders developing product information.
- Expedite availability of product information to systems, departments and stakeholders.
- Ensure accurate and consistent definition of all relevant aspects of a product.
- Empower business users with tools for visualization of product lifecycle.
- Leverage service-oriented architecture (SOA) to simplify interactions with other systems, and deliver high-performance metrics enabling a powerful and seamless end-to-end process.



### Primary users

- Product managers
- Compliance managers
- Actuaries
- Underwriters
- Marketing managers



### Drives

- Data quality
- Market speed & agility
- Operational efficiency



### Enhances

- Claims adjudication
- Document/print generation
- Actuarial & benefit calculations
- Regulatory approval
- CRM/Sales & customer support

## A single, comprehensive source of product truth integrated across the enterprise

As a central, enterprise-level data repository, rules and workflow engine, StepWise Product Lifecycle Manager streamlines the development and management of product, plan and benefit information across the enterprise. It enables multiple systems to integrate to a single source of product truth to improve product portfolio management, accelerate development and compliance, and enable efficient execution across the organization.

### Key features of this solution include:

- **Product repository:** web-based, relational product definition and document library that supports versioning, re-usability and reporting.
- **Dynamic rules engine:** accommodates the most complex business rules for modeling benefits, including regulatory compliance, system guardrails and benefit relativities.
- **Portfolio-level management:** portfolio-based plan creation and maintenance supports adds, changes, deletes and bulk updates on a collection of plans.
- **Flexible product building blocks:** product attributes, code sets and tables based on business and system needs.
- **Plan customization support:** enables sales and underwriting to build, validate and quickly obtain authorization for custom plans.
- **Data management:** flexible Microsoft Excel-based data manager tool allows for quick review and modification of datasets, leveraging the business rules engine to insure compliance.
- **Configurable workflow and product visualization:** robust and flexible user interfaces and workflow provides meaningful product views, business process and collaboration.
- **Business-owned assets:** Flexible, business-user-friendly design tools allow users to manage product structures, business rules, workflows and end-user interfaces.
- **Reporting and document generation:** relational product definition structure provides for creation of SBCs, product sheets, benefit booklets and other product templates.
- **Integration:** robust toolkit supports integration with most any application within or outside the organization.
- **Security:** multiple levels of security provide ultimate flexibility, transparency and collaboration.



#### Sales/Quoting Channels

- Availability
- Compare Plans
- Exchange integration



#### Portfolio management

- Product filing
- Competitive information
- HIOS IDs



#### Member/Group Communication

- Benefit booklets
- Benefit summary



#### Compliance

- Summary of benefits/coverage
- Actuarial/benefit value
- State regulations
- System guardrails



#### Fulfillment Systems

- Benefit loading/claims
- Eligibility rules
- Provider reimbursement
- Help Desk



#### Rate Calculation

- Customizations
- Grandfathering rules
- Renewals

## The StepWise suite consists of three components that both interoperate and stand alone

Product • ..... Quote .....> Cash



**StepWise Product Lifecycle Manager** enables rapid design, management and dissemination of plan and benefit information



**StepWise Automated Rating (Rating)** delivers centralized rate management, financial modeling and automated quoting



**StepWise Online Shopping (Shop)** provides online self-service tools to empower sales partners and customers.

## Enable agile and effective design and distribution of health insurance products

The StepWise suite enables rapid, informed and cost-effective decision-making across all stakeholders in the product-to-quote-to-cash continuum. The suite centralizes mission critical product and rate information, leverages common data, and automates key internal and external processes, providing agile and effective design and distribution of health insurance products.

### Learn more about StepWise Product Lifecycle Manager.

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