Meet Your Members Anywhere They are At!

VBAMobile
Powered by VBAGateway

VBAMobile is a convenient, intuitive mobile app that allows users to interact with the VBAGateway portal from a mobile device. Through VBAMobile your members can perform numerous self-service functions in real time, without the need for intervention from your customer support or information technology staff.

BENEFITS OF GOING MOBILE:

1 Empowers members to access information they need while they are on the go.

2 Boosts engagement with personalized support to help members make informed choices about their healthcare.

3 Fewer interactions with your Customer Support team and lower administrative costs.

WITH THE VBAMOBILE APP, USERS CAN ACCESS THE NUMEROUS FEATURES ON THEIR MOBILE DEVICE:

Claim Status, Claim Details and EOBs

In-Network and Out-of-Network Accumulators

Past Due and Upcoming Care Alerts

ID Cards

Plan Summary and Plan Details

Message Center

1 Claims, accumulators, care alerts and other information is seamlessly transferred from VBAGateway to VBAMobile in real time, **so it is always up to date**.

2 Member self-service through the VBAMobile App eliminates cumbersome manual processes, phone calls and paperwork. **You will save time, human capital resources and money**.

DOWNLOAD THE APP TODAY IN THE APPLE APP STORE AND GOOGLE PLAY STORE.

600 W Virginia St, Suite 300 | **Milwaukee, Wisconsin 53204**
866.731.1571 | **vbasoftware.com**

DID YOU KNOW?

50-70%
of people with health coverage use a mobile app to manage their healthcare.

This adoption is growing rapidly across all age groups, with younger, tech-savvy users leading the charge.

CONSIDER THIS:

The average age of the U.S. workforce is currently 41 and a half, and Millennials now make up the largest portion of that workforce. Known for their diverse lifestyles and interests, Millennials are heavy smartphone users, spending an average of five hours a day on their devices, according to research by B2X.

While they enjoy social media, they also turn to apps for practical needs such as navigation, streaming, e-commerce, and staying informed.

For organizations, this means having a mobile solution like VBAMobile isn't just a convenience—it's an expectation. By delivering the right features and functionality, VBAMobile can empower users to manage their healthcare with ease, ensuring your business stays relevant to this influential demographic.

VBAMobile
Powered by VBAGateway

Meeting the Needs
of a Growing, Tech-Savvy Workforce.

KEY FACTORS INFLUENCING ADOPTION INCLUDE:

1 Age Group:

- Millennials and Gen Z are the highest adopters, with 75-85% of these groups using apps for tasks like viewing benefits, tracking claims, or accessing ID cards.
- Baby Boomers and older generations have lower adoption rates, around 30-50%, but usage is steadily increasing.

2 App Features:

- Apps offering real-time updates, telehealth services, or personalized insights see higher engagement.
- Features like digital ID cards, appointment scheduling, and prescription tracking boost app usage significantly and can be added via SSO with TPA's preferred partnerships.

3 Convenience:

- Mobile apps simplify processes such as filing claims, viewing medical histories, or paying bills, which attract a wider audience.

Health insurers and TPAs are increasingly investing in mobile apps, as they are becoming a critical tool for member engagement and satisfaction. If you're considering leveraging a mobile app for health coverage, offering intuitive design and robust features can greatly increase adoption rates.

Power up your member experience with VBAMobile.
Contact us at **vbasales@vbasoftware.com** to schedule a demo.