The mPower Awards Program
Frequently Asked Questions

How do I participate?
The mPower Awards are open to all customers currently using or implementing any of our solutions. We are targeting customers who attend the mPower Conference as that is where they will be recognized, but all customers are eligible. Nomination instructions can be found on our website. Simply fill out the nomination form or contact your Mitchell, Genex or Coventry representative for help.

What makes a great story?
A transformative project can range from simplifying a workflow to a major system implementation project. If it has an impact on business operations, and more importantly, makes your customers' lives easier, it is a story we want to hear. We know there are a variety of customer transformations and we don't want to stifle any of the storytelling. In order to allow for the broadest array of customer success stories, we do not have pre-set award categories but will be looking for those with the greatest business and end customer impact.

When are nominations due?
We are accepting nominations through April 5, 2021.

How are winners chosen?
Entries will be evaluated based on the transformational impact of the story provided. Please share your story by providing answers to the individual questions on the nomination form. Wherever possible, include metrics to support the successes experienced from the project.

How will the winners be recognized?
- Winners will be recognized on stage at the mPower Conference by our executives, where they will be presented a crystal award.
- Showcased in a video highlighting the transformational project (1–3 minutes).
- The company name and a brief summary of the reason for winning will be included in our congratulatory press release following the conference.
- A written success story, designed and delivered as a pdf.
- Access to all footage used to develop the video

When and how will winners be notified?
Winners will be contacted by their representative to confidentially confirm their status. We will then start working with the winners to produce a video for use at the conference.

What are the categories?
We know that transformative projects take on many forms and in order to allow for as many stories as possible to be shared, we are not limiting the awards to specific categories. We may assign categories to the winners, but want to leave the field as open as possible for all types of transformative projects.

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Is this just about using a Mitchell, Genex and/or Coventry product?
No. The mPower Awards are intended to celebrate our customers' success. As this is for customers, the story is about what has been accomplished by you. The story does not need to include what products were used, but rather the impact the transformational project had on your business and customers. This is not a testimonial or endorsement of any work you do with Mitchell, Genex or Coventry.

How many winners will there be?
We are targeting two award winners, but there may be anywhere between two and four.

What is the time frame for the transformational project?
We are looking for projects within the last 12–18 months, but are leaving that timeframe somewhat open as we understand that a transformational project sometimes takes longer.

Want more information?
Read the stories of previous winners and see the sample nomination form at the end of this document. If you have any additional questions, please feel free to reach out directly to brand@mitchell.com and we will set up time to speak with you about any questions you have.

2020 Mitchell mPower Awards Nomination Form [EXAMPLE]

Entries will be evaluated based on the transformational impact of the story provided. Please share your story by providing answers to the individual questions or by using them as a framework to narrate your achievement. Wherever possible, include both qualitative and quantitative metrics to support the successes experienced from the project.

Nominee Contact Information:

Company	Claims Group
Contact Name & Title	Cindy Dodge, Claims Director
Contact Phone	555-123-4567
Contact Email	cdodge@claimsgroup.com
Mitchell Representative	Mitch Mitchell, Account Manager
Mitchell Solution(s)	Bill Review

Story Summary

Quick Pitch: Give us the 'executive' overview of the program with the highlights that sell the merits of your project. This quick summary will help frame your more comprehensive story for our expert panel of reviewers.

In our business, it's important that we always keep the end customer experience front of mind. In order to significantly improve our customers' experience, we undertook a project to bring our bill review in-house, allowing us to take better control of the process and outcomes. With increased processing efficiency, our customers are able to get back to their lives faster and we were able to improve our bottom line.

Comprehensive Story

Challenges: Describe the environment prior to this project/initiative and the **challenges you were trying to solve**. What were the business drivers behind the project/initiative?

After nearly two decades with a third-party bill review vendor, we were looking for new ways to manage our workflows while also improving our customers' experiences. We felt constrained by our current abilities and wanted more control over our programs as well as greater flexibility with provider partners. Our premise was that greater control would also lead to an enhanced customer experience while allowing for better insights into how providers billed. By bringing operations in-house our internal teams would be able to provide better expert handling of customer needs and inquires. Additionally we determined that bringing bill review in-house would shift the responsibility and cost away from an external vendor while also improving efficiency. This decision was not entered into lightly. It involved building consensus with numerous offices with hundreds of users, a bill review volume of tens of thousands of bills per month and unique jurisdictions in all 50 states.

Goals: What specific areas were targeted for improvement (i.e. reduced technology infrastructure costs, improve employee productivity, etc.?) What challenges did you have to overcome to make it successful?

We knew this was going to be a giant undertaking, requiring a dedicated group to see the project through from start to finish and a partner with the same dedicated resources. Not only did we move systems, but needed to ensure there was no degradation in savings and that almost 20 years of documentation history and images from the old system made it to the new system in a way that was easily accessible.

First, we did our homework. We mapped out our workflows and read the user guides so we could ask the right questions during the implementation. We also wrote user stories, led testing and established our own quality controls. Based on our experience with other integrations, we knew that a strong roadmap and open communication would be vital. There were a few moments that required course correction, but we were able to manage it through direct discussions and a shared Salesforce tool helped to track and centralize communications. During rollout, we added compliance training for key employees to make sure they were able to understand the impact of the workflows and decisions.

Results: Briefly describe the results and how it was received by users (employees or customers). Provide any qualitative and quantitative data to help reinforce the benefits of the project to your business, employees and customers.

We were able to expand our capabilities and provide an enhanced level of service to our customers by taking control of the bill review process. Since completing phase one of the implementation, we are already experiencing greater savings than with our previous process. Our customers are noticing the difference through increased consistency of the rules applied, greater visibility into reporting, and allowing for greater sharing of progress. Ultimately, we were able to transform and improve our business through a decision to become self-sufficient and create the right conditions for implementing change successfully.

Additional Facts: Provide any additional details or facts that help support the story and illustrate the impact to your customers and organization (these will not be shared outside of the selection committee).

We have seen a 22% reduction in the number of customer complaint calls. Anecdotally, we have noticed an increase in employee morale. Our operational costs have decreased by nearly 8%

Note: By submitting a nomination form, nominees agree, if selected as an award winner, a representative will attend the mPower Conference and participate in a highlight video to be featured during the Conference Award ceremony. The award recipients will be notified in July and will be publicly announced at the Mitchell mPower Conference. The mPower Conference will be held September 13-15, 2021 in San Diego, California. See previous winner videos and materials at https://www.mpower.mitchell.com/awards/