

Microsoft Dynamics provides windows of opportunity for Laya Healthcare

After rolling out a suite of solutions with Microsoft Dynamics, **Therese Condon**, Corporate Development Manager at Laya Healthcare, discusses how the system has supported digital transformation within the company

Laya Healthcare is the second largest provider of private health insurance in Ireland with over half a million members, offering some of the most innovative benefits in the Irish health insurance market, along with life insurance (layalife.ie), travel insurance (layatravelinsurance.ie), and health and wellness provided by Ireland's largest wellness team.

Laya Healthcare needed a CRM system to support its efforts in managing and servicing existing members, identifying new opportunities and providing robust reporting capabilities – and Microsoft Dynamics was the perfect fit for this.

Microsoft Dynamics supporting growth

In 2013, Laya Healthcare's corporate offering was quickly evolving to much more than just providing its corporate clients with an expansive healthcare offering. The insurer was becoming the leading health and wellness provider, supporting its corporate clients in achieving their wellbeing goals.

Health and Wellness by Laya Healthcare provides tailor-made, evidence-based health and wellness programmes which are personalised and measurable for individual workforces.

Laya Healthcare's connected health approach is unique, compared to com-

petitor offerings in that it utilises data to map the best possible programmes for members and it is delivered by Ireland's largest team of clinical professionals.

The company's previous system wasn't built to cater for its fast-growing needs, and Laya Healthcare saw its teams develop their own solutions to manage new requirements. This ranged from numerous spreadsheets to some system developments, but the processes weren't talking to each other.

The insurer quickly identified this and sought to find a new CRM system to ensure its customers continued to experience an uninterrupted, great level of service.

Laya Healthcare chose Microsoft Dynamics, not only for the flexibility it offered, but for the expansion and agile capabilities that uniquely addressed its requirements.

The ability to seamlessly integrate with other Microsoft products also brought very strong advantages as critical information could be readily accessed and shared.

Focus on system enhancements and seamless delivery

Since the hugely successful implementation in 2013, Laya Healthcare has completed two additional projects in particular that have



Laya Healthcare, Cork office

enhanced its process and demonstrate the benefit of the Microsoft Dynamics CRM system.

One project focused on reporting – working to support its team to have speedy

access to the data they needed. For Laya Healthcare's team, this is a key advantage with Microsoft Dynamics.

Report building is now a straightforward process and delivery to its team is seamless.

The second project focused on system enhancements to support an ever-growing

business. Due to the significant increase in its business size and commitment to provide excellent service to all of its clients, Laya Healthcare saw its service tasks increase significantly over the last three years. The company realised it needed system and process enhancements to deal with the demand.

Firstly, a tender manage-

ment system was developed to support increased requests for wellness and health insurance tenders. The new system allows a request to be submitted with a click of a button through Microsoft Dynamics.

Secondly, a booking management system was developed to meet the growing needs of its health and

wellness offering. Health and Wellness by Laya Healthcare has expanded in past 12 months with over 1,600 programmes completed for some of Ireland's leading companies.

Everyday support

Overall, these changes provided scalability and enhanced reporting capabilities to support the business, as well as giving a wealth of time back. The feedback from Laya Healthcare's team has been extremely positive. Aside from the innovations, Microsoft Dynamics continues to support in everyday administration tasks, allowing the insurer's team to get a single overview in terms of health insurance and wellness for all of its clients which, in turn, allows more time to focus on client needs.

Laya Healthcare continues to seek out efficiencies that support it in looking after the need of its members. At this point, Laya Healthcare will continue to build on its CRM system and are considering how Microsoft Dynamics can further support the business in communicating with and servicing their corporate customers.

