Customer Journey Hierarchy Map

Customer Home/Enroll, Maintain & Re-new	
Retail Healthcare Exchange	**HealthInsuranceProducts_v1 / MemberQualifiedHealthPlan_v1**
Enroll to Card	**HealthcareCardIDs_v1 / Members_v1 / MemberIDCards_v1 / MemberPCPs_v1 / MemberPCPs_v2 / SubscriberContracts_v1**
Member for Life Management	**Members_v1 / MemberAlternateIDs_v1 / MemberBenefits_v1 / MemberPCPs_v1 / SubscriberContracts_v1 / MemberPremiumSubsidyChange_v1**
Diversified Benefit Facilitation	
Customer Home/Billing Management	
Rules & Rating	
Invoice & Pay	**ContractBillingAccounts_v1 / ContractBillingPreferences_v1 / CoverageEligibilityAdvanced Event**
Revenue Management & Collections	
Financial Interoperability	
Health & Wellbeing/Access to Care	
Care Tracking & History	
Cost of Care Transparency & Utilization	**ClaimEstimates_v1**
Eligibility & Benefit Access	
Provider Options	
Health & Wellbeing/Payment & Reimbursement	
Payment Rules & Methods	
Payment Management & Tracking	**Claims_v2 / ClaimEOBs_v1 / ClaimEstimates_v1 / Claim Event**
Clinical Management	
Payment Integrity & Shared Savings	
Customer Engagement & Advocacy/Customer Experience	
Information & Knowledge	
Engagement and Preferences	**CustomerInteractionChats_v1 / CustomerServiceInteractions_v1**
Support & Service	**Claims_v2 / ClaimEOBs_v1 / CustomerInteractionChats_v1 / CustomerServiceInteractions_v1**
Self Service	**ClaimEOBs_v1**
Customer Engagement & Advocacy/Member Advocacy	
Incentives & Rewards	
Clinical Insights & Events	
Condition & Care Management	
Programs & Campaign Enablement	**MemberAdvisories_v1**
Provider Connection/Provider Relationship Management	
Provider Onboarding	**ProviderDesignations_v1**
Provider Engagement & Support	
Provider Network Management	**ProviderDesignations_v1**
Provider Demographics & Directory	**Providers_v1**
Provider Connection/Provider Payment & Reimbursement	
Payment Administration	
Value Based Care Support	
Attribution & Assignment	
Metrics Management	