



Case Study: Insurance Healthcare Provider

Customer Overview:

One of the largest healthcare insurers in the Mid-Atlantic region, serving more than 3.2 million members.

Includes more than 100 hospitals in Maryland, Washington D.C. and other regional states in its provider networks.

Challenges

Hand-scanned claims and enrollment applications are stored on hundreds of thousands of rolls of microfilm. While a manual process will work for a smaller business, it was not appropriate as this health insurer began its growth into one of the nation's leading providers. Nearly 120,000 claims are processed each day by this healthcare insurer. Managing the cost of the process dramatically benefits the company. Managing the length of time for processing is critical for good customer service. As the number of members increased and the geographic location of the company expanded across the United States and overseas, the company selected the Global 360 BPM Suite solution to address its existing challenges with a flexible platform for future business and technology requirements.

Solution

In 1993, one of the nation's leading healthcare insurance providers turned to Global 360 to deliver a process management system that would alleviate the manual process of entering medical claims information. By 2005, the insurance giant and Global 360 have evolved the solution to support its more than 3.2 million members by handling group or individual applications, processing medical claims, archiving claim check information, and much more.

The system provides a comprehensive solution that has evolved with the growth of the company and the increased regulatory requirements from both the insurance and healthcare industries. The Global 360 system handles all of the members' claims and enrollment applications for both individuals and groups. The system interfaces with many different departments to provide claim images for forms processing.

The ability to store and access the claims and applications so easily within a central location has improved worker productivity throughout the entire process. On average, workers were able to show a ten-fold improvement in productivity.

The system manages all claims check images that come from the bank, to be paid to providers or members. The company receives an average of 10,000 checks per day. The bank offered this company two options to deal with the storage and retrieval of these check images, but both

"The Global 360 solution has been instrumental for regulatory compliance, such as HIPAA," stated a spokesperson. "Everything in the system allows us to respond to audit requests rapidly, and show how the document was handled throughout the entire process. Every piece of information is tracked, without adding any work to our representatives."

Challenges

Processing nearly 120,000 claims a day, this health insurer needed a process management system to help eliminate its paper-based processes, increase worker productivity, enable faster transaction processing, and ensure regulatory compliance mandates were met.

Solution

This health insurer deployed Global 360 process and document management solutions to alleviate its manual processes, provide global support from a central location, and manage high-volume transactions.

Results

Global 360 deployment enabled cleaner desktops, increased worker productivity, improved transaction processing speeds, financial improvement, and regulatory compliance.



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“We used Global 360 Professional Services resources to supplement the IT team during the implementation of the process management system. Within 2 days, we had components of the system set up, with the Global 360 PSO team training our team, showing us how to do it. We implemented the rest of the systems after that.”

“Global 360 is the company standard for business process management systems.”

options were limiting. Using CDs as storage created more work and steps to the process. Using the bank's online system tied the company to the bank as their 'vendor for life.'

The Global 360 solution enabled the insurer to offer the bank an option: provide the checks in a PDF file, which the insurer would store in their system, making it easily accessible, with no additional time or space requirements. It also enabled the insurer to select a different bank a few years later without losing any member information.

Results

As the requirements of the system grew, the value of the system increased. The company's goal of creating a clean desktop at all of its locations is more than just paperless for this healthcare insurer. The Global 360 solution delivered a return on investment in its initial phase and continues to add value by increasing worker productivity, faster transaction processing, and monetary gains.

Many claims do not follow the standard process because of special needs. These claims cannot be batch-processed with the rest of the documents. They were stored separately on microfilm, making retrieval and access to the information very time-consuming. Typically, these claims could only be processed at a rate of five per hour. The Global 360 solution manages all regular and irregular claims. All claims are stored and routed directly to the business area that needs it. All special processes are now part of the workflow, eliminating extra, manual, time-intensive steps.

The company now provides support to its members across the globe. Foreign language claims can be scanned directly into Global 360 and are translated into English as part of their workflow process. Once translation is complete, the document is routed through the claims process. This has opened up new markets for the company while eliminating delays for members and extra work for representatives.