



LEVERAGING TECHNOLOGY AND HEALTHNOW BUILD A SMARTER MEMBER ENROLLMENT PROCESS WITH IBM WEBSHERE®

HealthNow New York is the leading healthcare company in Western New York. Since 1936, it has been a pioneer in providing quality healthcare services to companies and individuals in the region. With approximately 680,000 insured members, HealthNow New York provides a full spectrum of healthcare services including disease and care management, pharmacy benefit management and physician and hospital quality incentive plan among others.

OVERVIEW

HealthNow New York Inc.

Industry

- Healthcare

Software Components

- IBM® WebSphere® ILOG® JRules (*now WebSphere Operational Decision Management*)
- IBM WebSphere Process Server (*now WebSphere Business Process Manager*)
- IBM WebSphere Message Broker
- IBM WebSphere Portal
- IBM WebSphere DataPower®
- IBM InfoSphere™ MDM Server
- Cognos®

IBM Business Partner

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THE SITUATION

A changing regulatory landscape, customer demands and cost pressures continue to impact health insurance companies of all types and sizes. Carriers are increasingly looking to streamline their internal processes to address growing complexity in healthcare and create greater efficiencies to remain competitive.

Like most health plans, HealthNow had multiple legacy systems, manual and disjointed processes in place. This was having an impact on their ability to respond quickly to changing regulatory, internal and external mandates. Integrating and maintaining these systems was a costly and resource-intensive endeavor. Moreover, business rules that governed core processes such as member enrollment were hard-coded making it difficult to implement policy changes and perform critical tasks in a timely and cost-effective manner. The enrollment process was predominantly paper intensive with several manual touch-points thus elevating the risk of errors and delays. Creating a streamlined and efficient enrollment and plan change process for its members was a key goal for HealthNow. Furthermore, the company wanted to ensure that the enrollment system would deliver end to end visibility into the process with the utmost of agility and speed to support its near and long term business and IT objectives.

“Providing innovative products and services while improving the availability, quality, and cost of healthcare is central to our corporate vision. We chose to partner with IBM as their suite of technologies met our business and IT objectives at an enterprise-wide level. WebSphere Process Server and ILOG JRules have enabled us to automate, optimize and monitor critical business decisions within our core processes such as member enrollment while delivering tangible benefits.”

—John Walsh, Chief Enterprise Architect, HealthNow New York, Inc.

Solution

To address HealthNow's requirements, Leveraging Technology guided HealthNow to design and build an agile BPM and BRMS-based member enrollment system in a service-oriented architecture (SOA).

Leveraging Technology recommended IBM's WebSphere Process Server and ILOG JRules to automate, optimize and monitor key business decisions throughout the enrollment process. This started with determining eligibility and applicable coverage, easily identifying pending enrollment and exception cases, processing new member applications and current member policy changes, to enforcing regulatory compliance, disseminating tasks and triggering notifications as required.

Building a flexible architecture which facilitates the creation of shared decision services was central to achieving this objective. This enables HealthNow to ensure that regardless of where the transaction is coming from; enrollment and regulatory guidelines are consistently and accurately enforced across the process and channels with the utmost of speed and transparency. Moreover, the carrier now has the foundation in place to extend the usage of business process management (BPM), business rule management system (BRMS) and business intelligence (BI) technologies to other processes in the future.

Business Benefits

With the new WebSphere Process Server and ILOG JRules based member enrollment system in place, the company has experienced such benefits as:

- Speed to market gains of over 50%
- Ability to introduce new behaviors into systems in days rather than weeks or months
- Reduction in enrollment time and administrative costs
- End-to-end visibility into the enrollment process resulting in greater clarity, accuracy and consistency
- Increased collaboration between business and IT
- Productivity gains with fewer people and man hours spent to create, test and deploy rules
- Comprehensive audit trail of rules and decisions rendered



“Companies often need better ways to track and automatically process business transactions, including those from third parties. When exceptions occur, they want to deal with them efficiently, and over time, reduce the number of those exceptions. Healthcare enrollment is just one example of this very common pattern.”

To meet this need, Leveraging Technology created a flexible framework that greatly reduces and isolates the customization required when implementing each new transaction type, also reducing maintenance and time to market.”

**- Jim Cantin, President,
Leveraging Technology**

Leveraging Technology was founded in 1998 in Rochester, NY and is a leading provider of consulting services from business architecture and systems integration to information management and managed services. The company is an IBM Premier Business Partner. Leveraging Technology was ranked the #7 fastest growing private company in Rochester in 2011 and was #20 in 2012.

Leveraging Technology has extensive experience in the healthcare industry and is currently working on a project to design a clinical integration solution for a regional healthcare payer, including efforts on the electronic medical record (EMR) and HL7 processes. The company is under contract with another healthcare payer to implement the ICD-10 mandated enhancement project. Leveraging Technology will provide solutions architecture, technical leadership, and hands-on development for the 3-6 month project including:

- ICD10 Mandate
- ACA Out of Pocket Maximum Mandate
- NYS Public Exchange Initiative
- Clinical Integration
- Core Business Support Operational Changes
- CMS Explanation of Benefits Revision Mandate
- ITS/Blue2 Blue Card Upgrade Support
- Facets V5 Upgrade Support

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