



CASE STUDY: Creating Web solutions for Health Payers



Group Implementation and Renewal Tool (GIRT) Web-based tool facilitating workflow automation

Challenge

The primary challenge our client wanted to address was fragmented, extensively manual, departmental process used to move employer groups from sales prospect to installed status. The nature of this process significantly influenced the level of administrative effort, cycle time and quality and had a negative impact on broker retention, staff moral and overall customer satisfaction at broker and employer groups.

Consequently, the top and bottom lines were impacted by higher production costs, increased customer service costs, missed sales and renewal opportunities.



Our Solution

Vicert produced a web-based tool that brought the following:

- A single data source is created – all participants in the process have identical data entered only once.
 - Several users are able to work on the same RFA request at the same time.
 - Instead of moving the RFA Excel document back and forth, with possibility that multiple, inconsistent versions are created, all of the users involved have the access to the GIRT. Each of the groups/departments is able to locate the appropriate request and do its part in the process – enter, change or review data, generate the type(s) of report they need and download the documents they need.
 - The time for each task is shortened, accuracy and consistency increased while the data integrity is preserved.
- .NET
• MS SQL Server

Benefits to the Client

Administrative and production costs are lowered by:

- Eliminating redundant data entry at renewal,
- Eliminating extraneous and confusing data,
- Reducing re-work due to errors,
- Eliminating revalidation of RFA data at multiple steps of the process,
- Eliminating manual hand-offs between functional groups.

The tool has also improved output quality, increased broker and member retention and membership growth, and improved customer satisfaction by:

- Significantly reducing group sales and renewals cycle times,
- Improving broker perception of client's enrollment capabilities,
- Driving performance levels to exceed competitive benchmarks,
- Implementing performance measurement and tracking,
- Establishing quality checkpoints along the process.