



inniti
alliance



ENROLLMENT

A Case Study

Process Improvement and Integration

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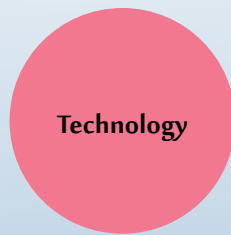
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CLIENT PROFILE

An established organization, with 20 years in operations in the Health Care arena with a principle objective of superior customer service, quality, and cost effective health and Life benefit management.

A regional network based organization with services in North Eastern seaboard covering almost 2 million members. Core competencies include Health and Life claims processing, call center, utilization management, and network management.



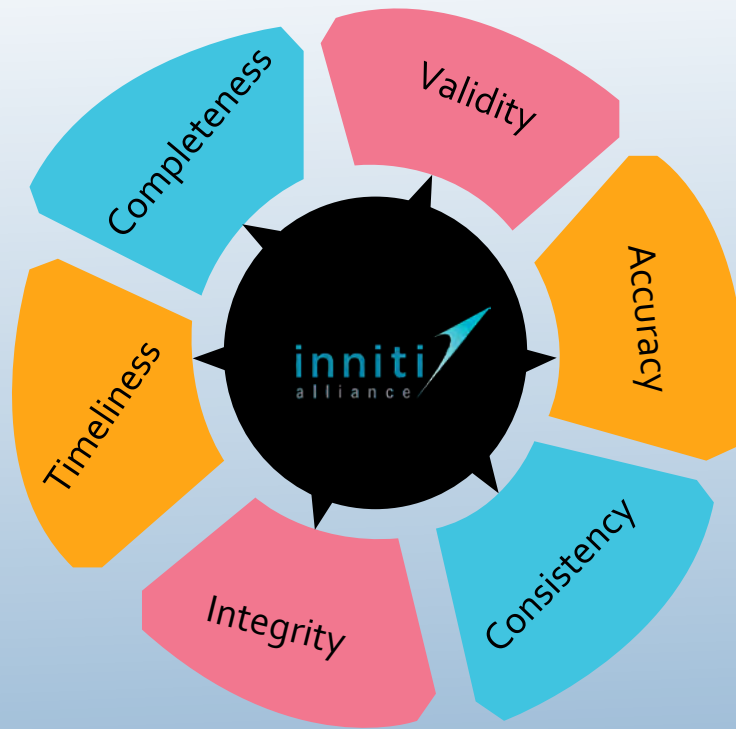
EXECUTION CHALLENGES FACED BY THE CLIENT

- A sustained level of customer complaints on performance both from the client and brokerage community.
- Inconsistent levels of quality and production performance with enrollments has led to cost overruns and an increase in complaints from the Sales department and Brokerage community.
- Lack of integration between departments, leading to conflicting performance indicators and poor communications.
- Lack of performance reporting and analytics.
- Data integrity shortfalls leading to data loss or data compromise.



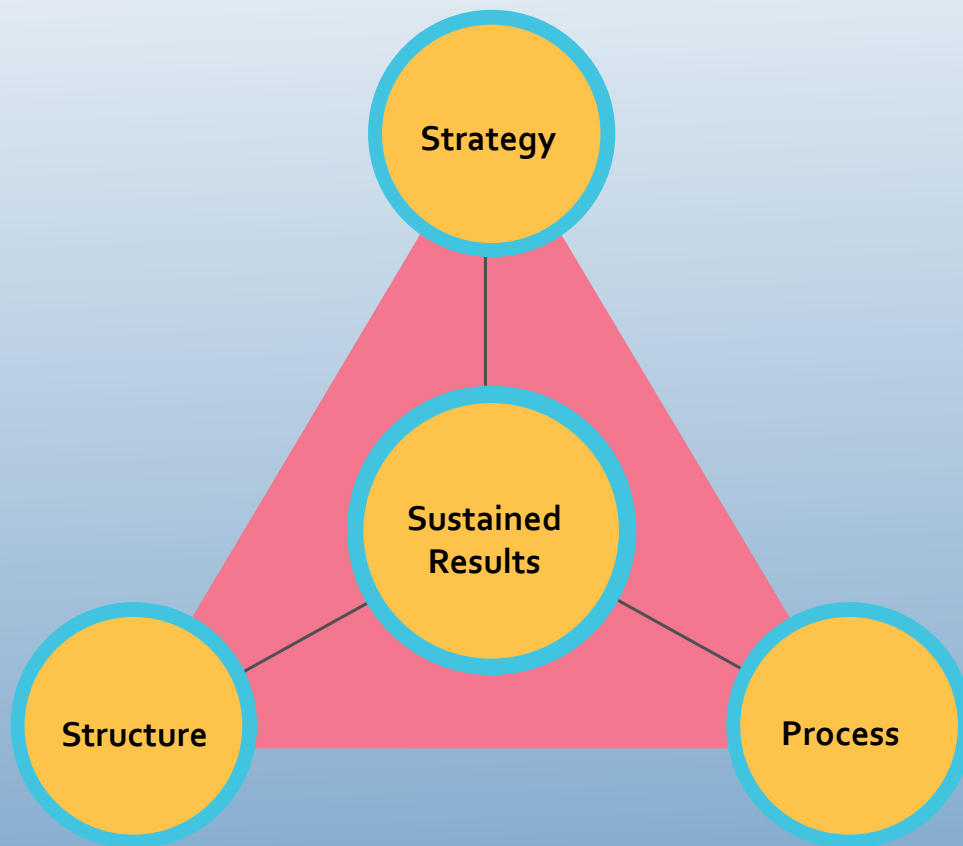
INNITI ENROLLMENT SOLUTION

- Consulting services to help the client determine their mission goal and determination of Core Competencies allowing them to focus exclusively on business growth, and high touch customer service.
- Full workflow analysis of claims, enrollment, reporting, analytics, and call management processing. Identifying data process points, systematic requirements, workflow requirements, contractual performance requirements, department capacity levels, document repository review including all policies, desk top instructions, workflows, procedures,
- Time motion assessment of actual work performed as a means to identify best practices and mitigate “risk” performance.
- Reporting and Analytics to determine current metrics and opportunities to add and update key data measurement points, and delivery of timely and accurate performance, volume, and activity data.



FINAL OUTCOME OF INNITI ALLIANCE ENROLLMENT – PROCESS IMPROVEMENT AND INTEGRATION SERVICES

- Identified outdated or incorrect utilization of enrollment forms – incorrect forms for product:
 - o Helped established Enrollment form management and approval process and removal of out-dated forms
 - o Helped establish acceptance / reject rules for incorrect form utilization
 - o Likewise communication process back to the originator so they may follow up with complete and correct forms.
- No defined process on timeline to complete forms relevant to effective date – forms still processing / being received up to and including eligibility effective date which added to process errors:
 - o Developed on-boarding rules with specific guidelines on how to manage open enrollment, specifically, educating prospective members via correspondence and web portal on submission rules, receipt deadlines, and call center assistance if required.
- No visibility on production performance:
 - o Established production standards, by form type.
- Likewise developed training / re-tooling for staff that fell below quality standards
 - o Developed inventory reporting to track age and volumes, by group, processor, age, or product.
- No consistent process for quality validation:
 - o Established quality measurement standards
 - o Established quality process and staffing—previously departments supervisor managed all quality reviews .
- Identified GAPS in Training and Policy - Inconsistent understanding of process or eligibility rules for enrollment acceptance. Specifically for dependants and full time student status acceptance:
 - o Updated training program to include current relevant issues faced by the front-line production staff
 - o Updated training and policy access process from paper to “on-line” access
 - o Created skill set testing as a means to validate staff technical competency with complex enrollment issues.
- Developed overall Dashboard reporting to track inventory, quality, and production performance.



SUSTAINED RESULTS ACHIEVED THROUGH INNITI'S SERVICES

- Sustained quality improvement to 97% – 99% in process accuracy
- Reduction in process / production touch's from 2 -3 to 1
- Improved production performance from 30 days to 1 – 4
- Improved training ramp-up times from 4 weeks to 1
- Integrated training and policy review with Call Center staff
- Improved document repository with immediate access to updated, accurate, applicable policy, process, and workflow utilized by training and front line production staff
- Removal of all overtime and temporary staffing cost
- Natural resizing, reduction of Enrollment Dept. production staff which was inflated to support a inefficient process
- Reduced Enrollment department complaints by 38%
- Natural resizing, re-assignment of call center staff as a response to reduced number of complaint calls.



CONCLUSION

In today's reality of shifting the financial responsibility Insurance companies and employees who may be cutting corners wherever they can, to preserve their lifestyles, it's critical to remember the increasing need for strong and effective communication, education and enrollment. Insurers who want to maximize their benefits investment should keep these concepts in mind for

an effective enrollment.

Take advantage of expertise available, often at no expense to the company from knowledgeable, experienced benefits partners like Inniti Alliance. We can bring consistency and sustainability to the Insurance enrollment process and other solutions to make the insurer's job easier and more cost-effective.

Life | Health | Home | Auto |

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ABOUT INNITI ALLIANCE

Inniti Alliance acts as a partner for Insurance Companies, offering a spectrum of services, including core insurance, enrollment, claims management, business intelligence, FNOL and analytics and business process management. Inniti has been driving quality results for clients in the insurance industry, helping them grow and boost their ROI.