

ePPO

Self-service (call deflection) for ePPO members for view and change PCP that is reusable for HMO

One of the largest payers in California with whom we worked with for more than 15 years on various projects wanted to introduce a new type of insurance plans (ePPO Plans) that enable the new member to select and to attract new members to enroll into new insurance plans and needed help in the implementation process.

Client's feedback

"We went live from requirements to production deployment in 13 weeks!...THANK YOU and Congratulations everyone. We all should be proud of this accomplishment."

Challenge

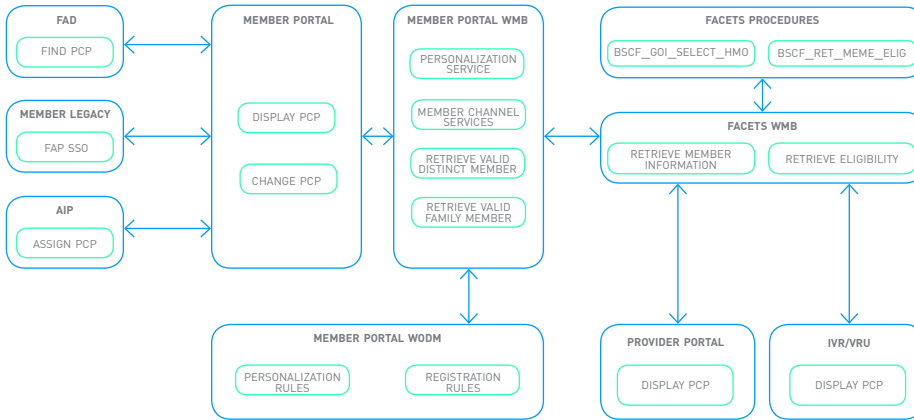
Our client, in the payer segment, identified a need to enable the existed ePPO member to change their auto assigned PCP online immediately and to enable ePPO member to find a more appropriate provider for their needs online. The ePPO product goal was to create a narrow network offering that functioned similarly to an HMO, without the constraints of having to obtain pre-authorizations. This was mandated by the State of California. The purpose of the project was to minimize call volumes related to this new product by enabling the existing ePPO member to change their auto assigned PCP online immediately and to enable ePPO member to find a more appropriate provider for their needs online.

Three key problems client identified were:

- 1) How to identify and implement the ePPO member from various core systems and services
- 2) How to integrate Change PCP Service to different portals (member, provider and IVR)
- 3) Leverage, but not impact the existing HMO workflow

Solution

In order to enhance the existing user experience for members with ePPO products by introducing the Assign/Change PCP feature we had to set up new API Services to allow our client to handle all APIs from different



perspective.

By building the service on top of a new API platform, we had to update the existing services connecting to core membership system, and exposing self service capabilities on web and IVR channels.

This solution would enable ePPO members to:

- view their existing PCP using member portal
- get their PCP information via IVR self service
- change PCP in real time without any manual intervention

Benefits

This solution will deflect approximately 17000 calls per month for 550K ePPO members, with that saving approximately 4000 hours of manual work every month. The new ChangePCPAPI(service) built for ePPO members is designed to be reusable for HMO and other plans which need PCPs, making it more reliable and more scalable to handle up-coming new APIs. The member gets a real-time status for change PCP transaction and can also see the updated PCP back to member portal in real-time with increased accuracy. We provided deep knowledge of workings of client portals together with our client and we realized that other vendors wouldn't have been able to deliver in such a short period.

Tech: Java, Spring, Facets,
Duration: 3 months
Value: \$300K