

Case Study: Provider Collaboration



Within the first month of launching Healthx's provider collaboration solution, BeneSys experienced a 30% reduction in provider calls.

CHALLENGE

In 2013, BeneSys, a third-party administrator servicing Taft-Hartley Trust Funds to over 40 clients, began looking for an online solution that would help them lower the volume of provider calls. BeneSys was planning to add new accounts which meant adding call center representatives. Hiring additional representatives would increase administrative costs. While BeneSys utilizes interactive voice response (IVR)/fax to manage provider calls in their Michigan Office, they began evaluating the benefits of a provider portal. For their West Coast Service Center, BeneSys' goal was to determine if a provider portal could reduce call volumes without relying on IVR/Fax.

SOLUTION

BeneSys accomplished their goal of lowering provider calls within the first month of utilizing the Healthx provider collaboration solution. The online workflows and forms built into the solution allow providers to submit customer service questions that previously would have required a call to BeneSys' call center. The solution provides other self-service features such as an option for providers to instantly check claims, eligibility and coverage benefits.

To reroute providers to the web-based solution, BeneSys relied on the following industry best practices:

- Distributed postcards to the top 200 providers (based on claims processing data) advertising the website and features included.
- Modified the on-hold automated message to inform providers about the new web-based solution.
- Ensured the website address was easy to remember.

About BeneSys, Inc.

BeneSys, Inc. has serviced Union Trust Funds since 1979. BeneSys currently provides administration and I.T. services to over 40 clients representing over 120 Trust Funds in Michigan, California, Missouri, Iowa, Kentucky, Nevada, Ohio and Utah.

"We are so pleased with the web portal and so are our providers!" – Patty LaVigne, Director of Health Benefits.

IMPACT

The results reveal the following substantial benefits in its West Coast Service Center:

- Thirty percent reduction in provider calls in the first month.
- Call abandonment rate drastically decreased from 6.5% to 2.5% in the first month.
- New accounts were added, with no additional resources required. Workload was shifted within the organization.