Providence Health Plan Improves Internal Operations and Enhances Member Satisfaction with Clarity ID Card Solution

Providence Health Plan, established in 1987, serves 285,000 members in Oregon and southwest Washington. It is sponsored by Providence Health & Services, a five-state health care delivery system headquartered in Seattle. Providence Health Plan recently became the only Oregon-based health insurer - and the only provider-sponsored health plan in the nation - to receive an A (excellent) rating from A.M. Best, the world's oldest and most authoritative insurance rating and information source. As part of their internal business operations, Providence Health Plan sought new ways to strengthen member retention and achieve operational excellence.   A critical step in achieving their objectives was the implementation of Clarity Software Solution's ID card application.

Providence Health Plans was looking to automate and streamline their business processes for healthcare membership identification cards. Ultimately, they sought a user-friendly and robust solution that would allow them to:

- create and update card designs in real time
- print cards on demand in full digital color
- increase control over the quality assurance & production process
- track when member cards are printed and mailed

Initial complexity of the project included implementation of a new card program within 12 weeks while minimizing impact on Providence team resources.   Further complicating the implementation was the need to automatically process a complicated data file that supported over 100 card designs.

"Providence needed to find a flexible ID card solution, and understood the importance of establishing member satisfaction through communications. This affects not only the impression it makes on a member, but the impact it can have on operations such as member services and call centers". -Mark Jensen, Director of Operations Support, Providence Health Plan

CHALLENGES

- Aggressive Implementation timeline

- Limited resources available for implementation

- Migration to full color, on-demand ID Cards

- Automated processing of data files & streamlined manufacturing

- Self-service tools for managing card designs in real-time

- Ability to control production

Providence's previous card program required the use of pre-printed card stock which consistently presented inventory issues, especially during open enrollment or when bringing on a new group with custom requirements (specific web addresses, custom logos, etc.). Lastly, Providence required a robust program that would give them the ability to view all ID card files prior to printing and distribution, which allows them to confirm quality, avoids costly data errors, as well as maintains an electronic record for member service inquiries.

Clarity's solution is streamlining Providence's business processes, supporting best practices, reducing costs, and providing crucial reporting information back to the health plan. Clarity's ID card application allows Providence to integrate their member data through a daily automated process with real time updates of file status through shipping. Working with Clarity, Providence was able to consolidate their number of card designs from over 100 to under 20, simplifying their process for adding and maintaining groups. The design tools within the application allow Providence team members to create, update and change card designs in real-time without the involvement of IT or Clarity, saving time and money. Clarity's production process is centered on printing in full digital color, thus reducing the cost associated with pre-printed stock, inventory and obsolescence.

"When it comes to producing ID cards for a member service focused health plan, it is vital that they are of the highest quality and delivered in a timely fashion," stated Walter Burkhartsmeier, Operations Manager, Membership Accounting, Providence Health Plan. "Two

key requirements for success were customer service and an easy to use interface."

BENEFITS

- Fully implemented & tested card program in 10 weeks

- Reduction of card designs from over 100 to under 20

- Self-service tools to create and change card designs

- Detailed file tracking from receipt through mailing

- No pre-printed inventory to manage

- Considerable reduction in time required to manage the ID Card process