

## Scott & White Health Plan Enhances Member Experience with Clarity ID Card Solution

Scott & White Health Plan, first called Centroplex Health Plan, began operations in January 1982 as a not for profit Health Maintenance Organization focused primarily in Bell and Coryell counties, Texas.

Since then, they've grown their membership to over 220,000 members and expanded their service area to 50 counties in the Central Texas region. New insurance plans have been introduced to meet the needs of members, employers and the community. These include a child only plan, a statewide self-insured plan and a Medicare prescription plan.

Scott & White Health Plan has an accreditation of Excellent from NCQA and was named one of the Highest Ranked Health Plans in Texas<sup>1</sup> from the U.S. News & World Report.

Since its inception, Scott & White's mission has remained steadfast:

*"To provide the most personalized, comprehensive, highest quality health care, enhanced by medical education and research".*

To help Scott & White further deliver on their mission, they needed to find an ID card solution that enabled them to deliver cards efficiently for various plan types while having the capability to personalize card logos and carriers for their valuable group business as needed. Critical in Scott & White's search was the requirement for a web-based tool that was easy to use, allowing them to:

- Add logos and card components in real-time
- Process a single daily data file for ID card production
- View all cards online both before and after they are printed and mailed



"With Clarity, Scott & White Health Plan has an ID card solution that allows us to grow with our member base. We can actively add products and plans while not being restricted by our capabilities to add and change ID card designs, compromise aesthetic quality or sacrifice turn-times to get cards out to our members." -Cindy Lawrence, Enrollment Configuration Manager, Scott & White Health Plan.





## CHALLENGES

- Streamlined data file processing
- Aggressive implementation timeline
- Need for self-service tools to manage card designs
- Migration from pre-printed stocks to on-demand full color cards
- Personalization options for large group plans

Initial complexity of the project included implementation of a new card program within 12 weeks while minimizing impact on Scott & White team resources. A particularly complicated component of the implementation was the processing of a singular data file. Based on their previous ID card vendor relationship, Scott & White was required to send a separate data file for each distinct card layout. This prohibited the number of card designs since each required valuable IT resources to create additional data pulls. Scott & White's previous card program also required them to print their ID cards on multiple pre-printed stocks if they wanted to include group plan logos which consistently presented inventory and spoilage issues.

Clarity's solution is streamlining Scott & White's business processes, supporting best practices, reducing costs, and providing crucial reporting information back to the health plan. Clarity's ID card application allows Scott & White to integrate their member data through a single daily data file, as opposed to multiple files, and provides real time updates of file status from error reporting through shipping confirmations. Using Clarity's interface, Scott & White can change their card designs and components as often as needed, including the addition of group logos through easy-to-use tools. Clarity's production process is centered on printing in full digital color, thus reducing the cost associated with pre-printed stock, inventory and obsolescence. "Clarity was able to implement a top-notch card program in 10 weeks, which was crucial for us to enhance our capabilities for our members," stated Chris Tolbert, Director of Enrollment & Billing, Scott & White Health Plan.

"Clarity's service and tools have been a refreshing experience for us and our ability to grow our business without having to be concerned about ID card limitations is a huge advantage for Scott & White moving forward".

## BENEFITS

- Fully tested and implemented card program in 10 weeks (2 weeks ahead of schedule)
- Reduction of card data file layouts from over 5 to 1
- Self-service tools to create and change card designs, including logo management
- No pre-printed inventory to manage
- Electronic distribution of ID cards

<sup>1</sup>2007 rankings can be found in the U.S. News & World Report November 5, 2007 issue or at <http://www.usnews.com>. "America's Best" health Plans is a trademark of U.S. News & World Report. The above information is current as of November 2007.