

Customer data integration solutions
To support your business objectives



WebSphere software



Deliver enhanced sales and service opportunities by providing a foundation of unified customer data to all channels.

IBM WebSphere Customer Center for Healthcare Payer: Enrollment and Eligibility

Customer data integration solutions

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Industry analysts have identified the “foundational problem of CRM projects” as bad customer or member data. WebSphere Customer Center helps healthcare payers solve the foundational problem by providing CRM applications and all front-office channels with an authoritative single view of the customer, as well as business processes for maintaining the customer data that is shared across the front and back office. Unlike existing stand-alone and back-office customer information files (CIFs), WebSphere Customer Center is a real-time service-oriented application that manages customer-centric business processes and transactions, while persisting new enterprise customer knowledge and processes, such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (household, business, provider) and customer value profiles. WebSphere Customer Center has been labelled a “next-generation super CIF” by leading analysts such as Gartner and META Group.



Adopt an operational, customer-centric strategy to gain a complete view of the consumer



Healthcare payers and plan sponsors face unprecedented challenges as the industry continues to struggle to contain benefit costs and premiums, improve operational efficiencies, reduce costs and manage emerging consumer-centric business models. Although many organizations have realized success in reducing administrative costs and improving transactional process efficiencies, further improvement is needed in key areas such as eligibility and enrollment processing in order to meet increasing consumer expectations, corporate financial objectives and regulatory requirements.

Leading industry analysts and healthcare payers have recognized that information management strategies will help them achieve these objectives. Improving and streamlining eligibility and enrollment processing will allow healthcare payers to realize significant gains in each of these areas. In order to realize these goals, healthcare payers are adopting an operational, customer-centric strategy that provides a complete view of the consumer including member household and employer information, along with information about the

members' coverages, claims and billing information. Providing a single source of customer information will allow healthcare payers to reduce eligibility and enrollment processing costs and to develop an effective strategy to manage consumer life-cycle management and improve product planning, marketing and sales.

WebSphere Customer Center is the leading customer data integration (CDI) solution that solves these challenges by enabling customer-centric operations using your existing front- and back-office systems. By managing all transactions through a service-oriented operational customer hub, you can inject new efficiencies into key operational processes such as enrollment processing and eligibility management to help further reduce administrative costs.

WebSphere Customer Center aligns customer-facing systems with core processing systems in real time, providing a single source of customer truth across the enterprise. By maintaining an authoritative customer record as well as healthcare-specific business processes for customer data

management, WebSphere Customer Center enables you to provide accurate member information to improve claims processing and billing processing. Providing a single, operational source of customer truth also gives you the ability to adopt new consumer business models that will result in improved product planning and marketing and increased premium sales.

Improve eligibility management

WebSphere Customer Center improves eligibility management processes by providing a single view of plan members including employer information, dependants and beneficiaries, coverages, claims and billing. WebSphere Customer Center is an operational customer data hub that ensures accuracy of member information by managing eligibility update processes from your internal systems as well as from external employer payroll systems. WebSphere Customer Center also includes sophisticated customer management processes for party-matching and duplicate suspect business processes to ensure accurate and efficient member-eligibility update processing.

Improve member renewal processing

WebSphere Customer Center can be used to inject additional operational intelligence into core healthcare administrative processing. For example, the WebSphere Customer Center Event Manager service can detect member renewals. You can define a renewal event that finds member records that are coming up for renewal. The event manager persists the event, determines whether a notification should be sent out for the eligibility event and, if a renewal event is found, sends a renewal message to relevant systems to trigger renewal notices and processes.

Streamline plan member enrollment

WebSphere Customer Center provides a central location for enrollment business rules, facilitating member self-enrollment and batch-load enrollment processing to reduce administration costs and claims that are fraudulent or not valid.

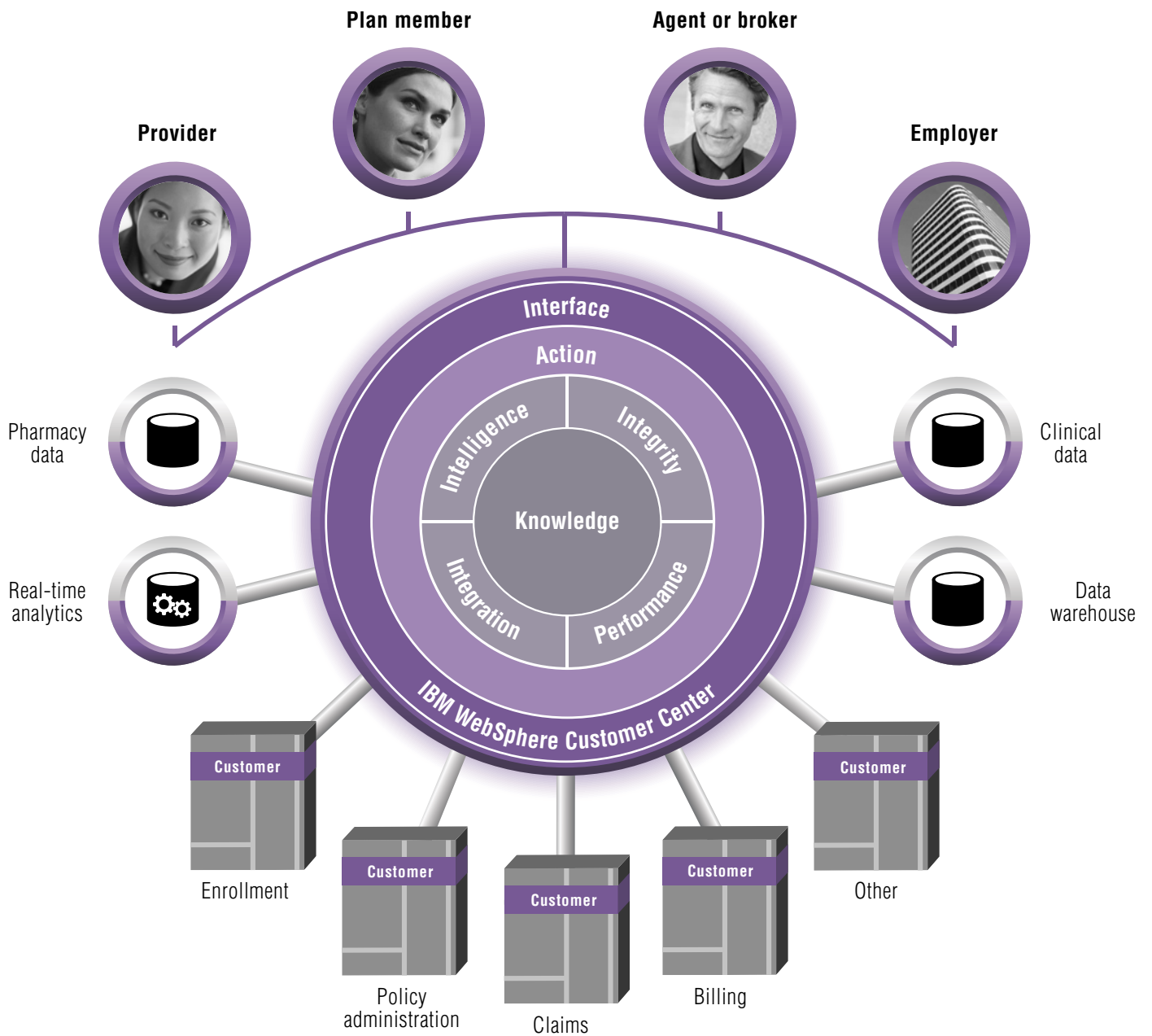
Reduce claims processing costs

WebSphere Customer Center provides a single view of plan members, including coverages and information from billing and claims systems. Providing an accurate view of member coverages to members, plan administrators, providers and payer administrative staff helps you to improve claims and billing processes and reduce costs.

Enable effective consumer life-cycle management

Many payers' existing eligibility and enrollment systems are sponsor-centric, preventing them from tracking consumers as they pass through life stages, and move from employer to employer.

WebSphere Customer Center is an operational customer hub that maintains an accurate view of member data. This allows you to track consumers as they move between employers, or become self-employed, opening new cross- and up-sell opportunities based on gaps in coverages, claims history and the member's demographic profile. WebSphere Customer Center Intelligence Services can also identify life-event opportunities such as when a dependant reaches college age or becomes ineligible for coverage as a dependant, opening up new cross- and up-sell opportunities.



IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.

WebSphere Customer Center is the only CDI solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*
- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications to the detected event.*
- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation and duplicate suspect processing. WebSphere Customer Center injects intelligence into operational transactions, including the ability to derive real-time customer insight and to manage customer events.*
- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*
- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*
- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB]).*
- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*
- *WebSphere Customer Center manages new enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*
- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators and propensity to churn, and injects that insight into operational processes.*

For more information

To learn more about IBM WebSphere Customer Center Software, visit:

ibm.com/software/data/masterdata/launch.html

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