

**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 Payers—HIPAA NPI Compliance**

Take advantage of 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 like your company solve this foundational problem by providing CRM applications and all front-office channels with the authoritative single view of the member, as well as business processes for maintaining the member 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 identified as a leading customer data integration (CDI) solution by leading analysts such as Gartner and Forrester.



Achieve HIPAA NPI compliance



Health Insurance Portability and Accountability Act (HIPAA) legislation promises to greatly increase the efficiency and effectiveness of healthcare in the United States. Administrative simplification will help to greatly streamline healthcare administrative processes, resulting in reduced costs to both you and providers, and reduced premiums to plan sponsors and members.

A key final component to administrative simplification is the HIPAA National Provider Identifier (NPI), which will provide healthcare providers with a single unique identifier. Providers will no longer be required to remember the many provider IDs that have been issued across the many plans in which they provide services. Instead, with the NPI, providers will be able to use this single identifier across practice locations, health networks and plans for all healthcare transactions, including claims and billing.

For your company, this creates a new internal administrative challenge. The internal identifiers issued for a single provider often have significance to the transactions being completed by your internal claims, billing and administrative systems. For example, an identifier in a certain range might indicate a provider type such as surgeon, general practitioner or physiotherapist, or it might be used to identify a service type such as rehabilitation or cardiac care. These identifiers might be used by your administrative systems to apply the correct service fees for the service provided by the practitioner. In order for you to meet HIPAA NPI compliance requirements, you must be able to understand the role that a provider is playing for a given transaction in order to apply the correct internal provider identifier and service fee.

To meet these requirements, you need to adopt a customer-centric strategy that integrates providers' unique NPI number with payer-assigned identifiers, provider locations and network contract information currently locked in siloed claims, billing and policy administration systems. Providing a single source of provider information will allow healthcare providers to use their unique NPI number while allowing you to maintain existing identifiers required for processing administrative transactions such as claims and billing.

WebSphere Customer Center delivers an NPI solution that allows you to have full knowledge of provider identifiers, practice areas, locations, subsidiaries and credentials. More importantly for NPI compliance, WebSphere Customer Center gives you the ability to link a provider's NPI number to payer-assigned provider identifiers, contract information and locations. This allows you to use the correct internal provider identifier for a requested billing or claims transaction. WebSphere Customer Center can also maintain organizational hierarchies to support any NPI numbers that might be assigned to organizational subparts such as a hospital lab or clinic.

Full support for NPI enrollment

WebSphere Customer Center simplifies NPI enrollment for providers by automating the initial load of NPI data with existing provider data that you already have. WebSphere Customer Center can use the NPI as a reference that can be called as a real-time service as provider data is being loaded. WebSphere Customer Center can use the NPI and other key matching data (such as social security number [SSN], tax ID and address) as the basis for identifying and consolidating matched records. As new provider information is made available from the NPI, this service can be called to filter, match and consolidate these new provider records.

Maintain multiple provider identifiers

WebSphere Customer Center provides a single location to manage all provider identifiers assigned by various government agencies, medical associations, payers and health networks. WebSphere Customer Center party-identification services allow you to provide a single source for all identifiers including NPI, tax ID, SSN, state license numbers, Medicare billing numbers, as well as those internally assigned by you for administrative purposes. Maintaining and understanding of all identifiers assigned to a provider allows you to support the use of the NPI in all healthcare transactions.

Manage the relationship between NPI and internal identifiers

WebSphere Customer Center provides more than the ability to maintain multiple identifiers. WebSphere Customer Center gives you the ability to establish the relationship between the NPI and various internal identifiers. You can associate other attributes, such as location and provider role, so that the appropriate internal payer identifier is used for a given transaction.

Insert intelligence into your administrative transactions

By establishing the relationship between NPI, internal identifiers and other provider attributes, WebSphere Customer Center can add the intelligence required to automate transactions. For example,

when a doctor submits a claim, WebSphere Customer Center can search the provider's record, return the appropriate provider ID and send it to the claims system for processing. By maintaining an understanding of the providers role at given locations or within different networks, WebSphere Customer Center provides an intelligent layer that allows you to retain your existing processes and policies.

Improve provider programs and service

WebSphere Customer Center enables you to simplify administrative transactions by allowing you to use a single identifier, the NPI, rather than having to track multiple identifier numbers that are in use across health plans and networks. WebSphere Customer Center can also track provider interactions to improve provider service levels. For example, when an important or preferred provider sends an e-mail regarding a billing transaction, WebSphere Customer Center can send an alert to a customer service representative (CSR) for immediate follow-up. Maintaining full knowledge of providers, WebSphere Customer Center can also help improve member service. For example, WebSphere Customer Center can use the NPI to consolidate and track provider services and practice areas, as well as their claims histories. Maintaining this information allows you to implement pay-for-performance programs and to accurately identify and rank providers for recommendation to plan members.

Reduce fraud

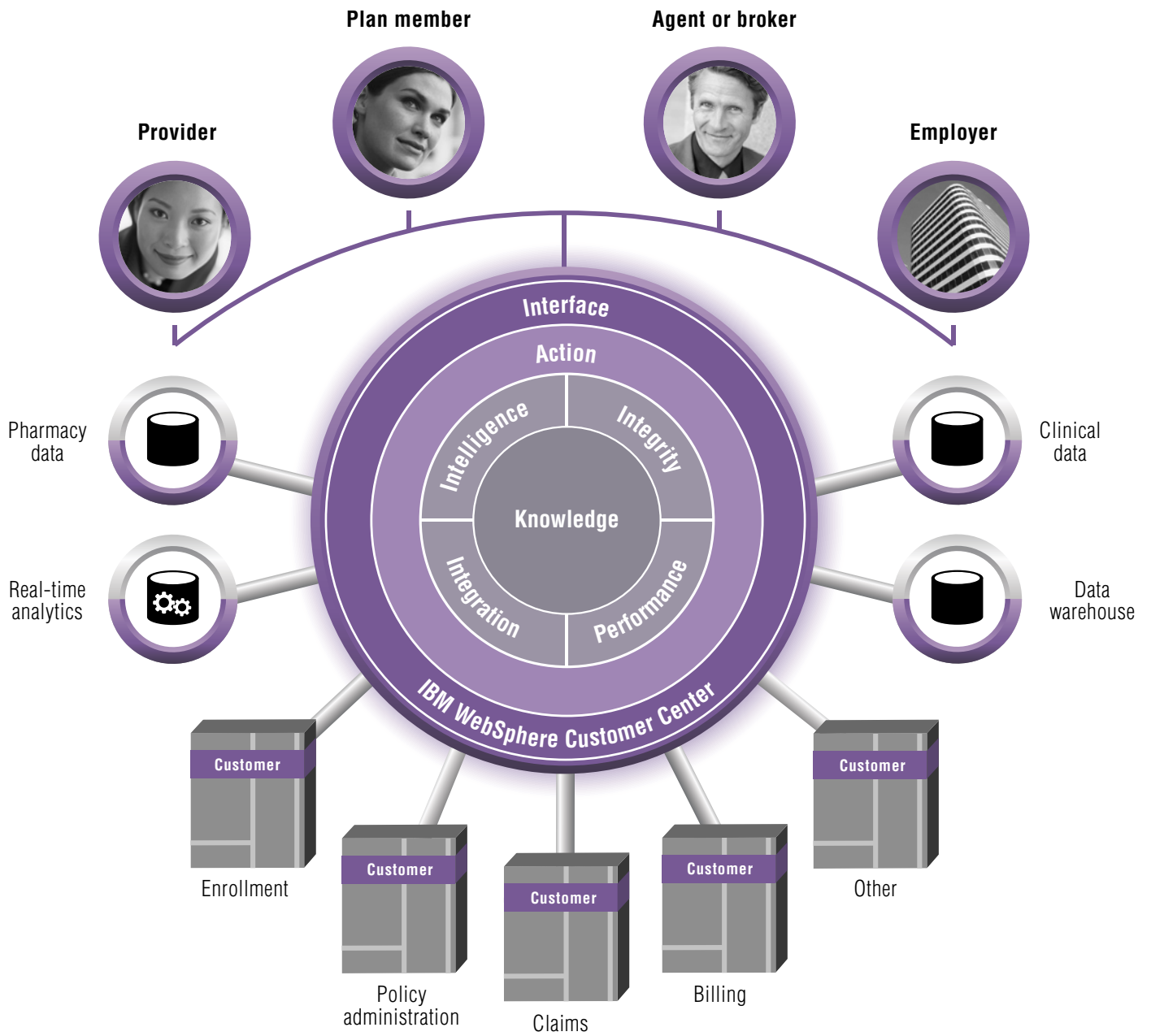
By maintaining a single provider record based on the NPI, WebSphere Customer Center also allows you to keep a complete claims history for providers across health plans and networks. This enables you to more easily identify and respond to fraudulent activity.

Support multichannel integration

WebSphere Customer Center provides plan members, sponsors, claims administrators and CSR personnel with a complete view of customer or member interactions across all channels. This helps insurers improve the efficiency of multichannel interactions and reduce the number of repeat calls and interactions regarding the same issue.

Facilitate HIPAA privacy compliance

WebSphere Customer Center also supports HIPAA privacy compliance by centrally managing sensitive customer or member information and the rules governing access to it, as well as recording all changes to customer or member information and maintaining an audit trail of information access.



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 of 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 within 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] application).*
- *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, propensity to churn and so on, 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

“WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data.”



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