

**IBM WebSphere Customer Center
for Healthcare Payers**

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 solve the 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.



IBM WebSphere Customer Center for Healthcare Payers



Healthcare payers and plan sponsors face unprecedented challenges as the industry struggles with escalating benefits costs and premiums and a managed-care model that is coming under greater scrutiny. Although many organizations have realized success in reducing administrative costs and improving transactional process efficiencies, further improvement is needed in order to meet regulatory requirements, customer expectations and corporate financial objectives.

Many healthcare payers have realized that adopting a customer-centric strategy that encompasses plan members, healthcare providers, plan sponsors, payers and brokers will allow them to realize reduced benefit and premium costs and increased savings and continue to improve administrative processes, while at the same time providing members with high-quality healthcare services.

In order to realize these goals, companies like yours are adopting a customer-centric strategy that integrates member, provider, sponsor and other critical information currently locked in siloed policy administration, claims, and billing systems, as well as clinical and pharmacy data coming from both internal analytical systems and external systems. Providing a single source of customer information will allow you to make better business, product, financial and clinical decisions.

WebSphere Customer Center is a 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 with a service-oriented enterprise customer hub, you can operationalize and streamline member-plan processes, such as case and disease management, billing and claims processing, enrollment, and customer service for members, sponsors and providers.

WebSphere Customer Center aligns these multichannel systems with multiproduct back-office systems in real time, providing a single source of customer truth across the enterprise. By maintaining the authoritative customer record as well as healthcare-specific business processes for customer data management, WebSphere

Customer Center enables payers to reduce administration costs, provide better service levels to customers and members and to comply with U.S. Health Insurance Portability and Accountability Act (HIPAA) privacy regulations.

Increase case-management efficiency

WebSphere Customer Center improves case-management processes by providing a single view of plan members and providers and the complex relationships between them. This allows case managers to track and understand usage patterns at the member and household level. It also helps reduce usage costs and direct members toward the most-efficient providers. This in turn reduces hospital stays and maximizes use of plan options, while identifying potential fraud patterns.

Improve disease-management programs

WebSphere Customer Center can be used to reduce the number of emergency room visits and lengthy hospital stays by ensuring members adhere to prescribed drug regimens. By managing member/physician relationships and pharmacy interactions, WebSphere Customer Center can trigger notifications to alert providers of members who are not filling prescriptions and trigger follow-up by nurse practitioners to ensure patients are completing the drug regimen or other actions.

Improve financial performance and clinical outcomes

WebSphere Customer Center provides a single view of plan members, including information from laboratory and pharmacy systems, as well as internal plan administration, billing and claims systems. This will allow for improved quality of care; help build new insight into individual member and customer groups regarding issues such as loyalty, product and channel preferences; and potentially result in improved profitability.

Improved understanding of employer information

WebSphere Customer Center maintains all organization employer information, including organizational hierarchies and relationships, as well as benefit coverage information. It also maintains different employee types (plan administrators, plan members, for example) and employee classes, relating those persons to specific coverage benefits. WebSphere Customer Center helps simplify employer service and sales processes by providing brokers and customer service administrators a single view of the employer.

Improve effectiveness of wellness programs

WebSphere Customer Center can track members' health profile, benefit options and utilization rates. This information can be used to trigger notifications to case managers and sponsors to more proactively promote preventive strategies to both members and providers, such as wellness programs and lower-cost care alternatives to individual members.

Control coordination of benefits costs

WebSphere Customer Center maintains all household and spousal relationships for plan members, including spousal plan information. This information is made available to all channels, helping to result in improved benefit coordination between plans and reduced payment errors.

Reduce administration costs

By maintaining a single operational customer view, WebSphere Customer Center allows payers to streamline customer-data management processes and reduce errors related to poor customer data management.

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 help reduce administration costs and claims that are not valid or are fraudulent.

Support multichannel integration

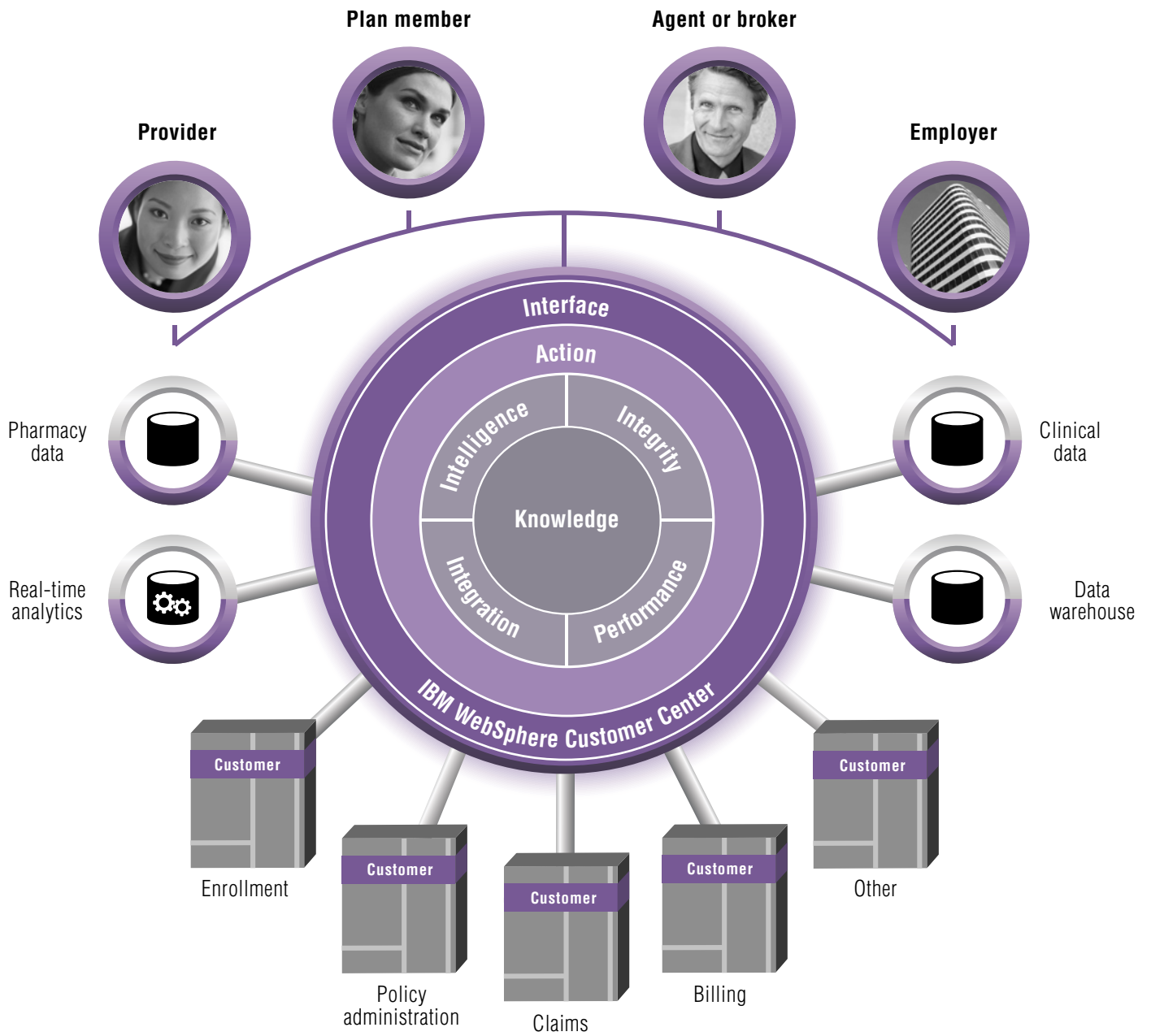
WebSphere Customer Center provides plan members, sponsors, claims administrators and customer service representative (CSR) personnel with a complete view of customer and member interactions across all channels. This helps insurers improve the efficiency of multichannel interactions and reduce the number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

Facilitate HIPAA compliance

WebSphere Customer Center supports HIPAA compliance by centrally managing sensitive customer and 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.

Reduce merger and acquisition costs and time

Companies can integrate a newly acquired company's front- and back-office systems with the customer hub to provide them with a single customer view across both customer bases, while also reducing integration time and improving customer service and cross-selling efforts.



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 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.*
- *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 is the proven leader among CDI applications in performance and scalability.*
- *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 is designed to be implemented within an SOA and is a fully service-oriented application.”

For more information

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

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



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