

INGENIX®

Directories Online

A Case Study – Client: A large national health plan

Summary

A large national health plan offered provider information to its members in the form of hard-copy provider directories. Creating, producing and distributing the directories was an expensive, time-consuming process that often resulted in outdated information, frustrated employees and less-than-satisfied customers.

When the health plan began receiving an increasing number of requests from brokers and salespeople for updated provider directories, the company knew it had to respond to the needs of its customers. It needed to find an alternative to the traditional provider directory; a way to quickly and easily deliver updated provider information in a format that would meet the specific needs of its clients.

The plan implemented Ingenix Directories Online to deliver print-ready online provider directories. Within 90 days, the transition was complete and brokers, salespeople and employees were able to produce print-ready directories containing accurate, up-to-date provider information directly from their computers via a customized Web interface.

Today, the health plan is able to create and produce accurate, customized print-ready provider directories in a fraction of the time and at a fraction of the expense of its previous process — an improvement that benefits customers, employees and, ultimately, the bottom line.

The Challenge

The health plan's Manager of Business Information Management needed a way to provide members with accurate information. "Since we were already Ingenix customers, we knew that we had accurate, up-to-date provider information. What we did not have was a way to package it into a printable provider directory and distribute it to members in any reasonable amount of time or at a reasonable cost."

The average hard-copy provider directory required approximately five hours of staff time and cost \$3 to produce each copy. Due to the large expense, it was not cost-effective for the health plan to produce directories more than once a year. As a result, the directories quickly became dated and inaccurate. "This was a problem for our salespeople. Our salespeople needed a way to respond to customer needs and asking them to wait a year for a new directory was not an option."

This problem led him to contact Ingenix to learn more about Directories Online. "There were several companies providing this service at the time, but given our history and satisfaction with Ingenix, we started here first. After reviewing the options, it was clear that Ingenix offered the best service and functionality, so we chose to go with the frontrunner."

"Equipping our employees with the capability to generate print-ready directories containing our most up-to-date provider information allows us to better serve our customers. The quality of information and superior service we are now able to provide has proven to be a valuable competitive advantage."

The Solution

Ingenix went to work and within 90 days the online print-ready provider directory was accurate, up-to-date and in production.

Using Directories Online, employees now spend four to six hours a month updating provider information and creating directories. And since the data is cleaned and standardized by Ingenix, the health plan is confident in the quality and accuracy of the data it supplies to its members.

On-demand access to accurate network data allows employees to create and publish dynamic, customized provider directories that contain the most current information available. "Twice a month, Ingenix works with us to cleanse and post updated provider information, so our employees have reliable data at their fingertips"

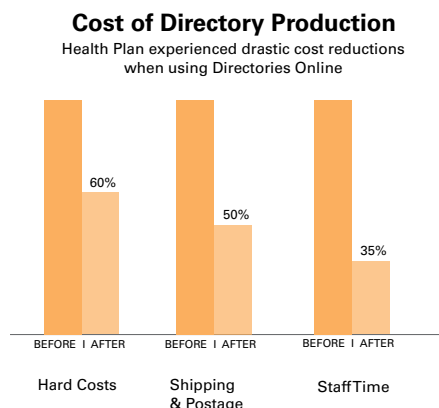
The health plan's employer group clients also have online access to these directories. With Directories Online, employers can produce print-ready provider directories in-house, on their own schedule, and customize them to meet their specific business needs. The health plan is no longer required to service every directory request, and employers are able to utilize the information in the way that most effectively meets their needs.

The Result

In the first two years of using Directories Online, the health plan experienced a 40-plus percent reduction in hard costs (paper, printing, storage), a 50 percent savings in shipping and postage and a 65 percent reduction in the staff time necessary to maintain data and distribute directories.

Just as important as the cost savings is the improved service the health plan is able to provide to customers and employees. An executive at the plan said, "Equipping our employees with the capability to generate print-ready directories containing our most up-to-date provider information allows us to better serve our customers. The quality of information and superior service we are now able to provide has proven to be a valuable competitive advantage."

The health plan has now used Directories Online for several years and continues to enjoy the added benefits of increased client satisfaction and industry-wide recognition as a forward-thinking company able to provide fast, customized service for all of its members.



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From North America, call: 1-800-765-6034 • ingenuity@ingenix.com
For a list of Ingenix global office locations, please refer to our website www.ingenix.com

Corporate Headquarters | 12125 Technology Drive, Eden Prairie, MN 55344
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