IRONSIDES
TECHNOLOGY

A nonprofit mutual insurance company located in the midwest, serves more than 6 million people with 152 hospitals and more than 33,000 doctors. With over 8,000 employees and offering the largest network of doctors and hospitals in Michigan, this health insurer designs, sells and manages health benefit plans for individuals, families and Michigan-based employers.

The insurer's plans include: traditional, PPO, HMO, Medicare, Medicaid, wellness, dental and vision, state and international plans, as well as plans with health spending accounts.

Case Study
Insurance

Ironsides APT™:
Closing the Loop on Quality Control

> **"** *The ability to instantly locate pages for reprinting when a page is damaged has saved us the equivalent of one full-time employee.* **"**

Challenge

The company was seeking an integrated suite of solutions that would enable page-level tracking of all jobs through its expansive print and mail center. This included a more efficient, closed-loop reprint process for damaged pieces that ensures HIPAA (Health Insurance Portability and Accountability Act of 1996) and PHI (Patient Health Information) regulatory compliance. One PHI breach in the print and mail operation that processes about 24 million envelopes (75 million pages) annually could cost the company millions of dollars.

Solution

The health insurer worked with a third party professional services organisation to assemble a multivendor solution that included Ironsides APT™, Solimar Systems and BCC Mail Manager. The Ironsides APT dashboard is used to track and report at the page level using barcodes for complete closed-loop quality control and an efficient reprint process.

Results

Ironsides APT enables complete reporting down to the piece level, ensuring full HIPAA and PHI compliance. Ironsides real-time data analytics also makes it easy to determine the cause of any HIPAA and/or PHI breach that may occur to quickly identify and address human or mechanical error. The Ironsides system also created a trackable reprint process which effectively eliminated one full-time position from the department.

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> **"** *We want to be as lean as possible and eliminate manual intervention wherever we can. Ironsides APT helps us do just that while continuing to deliver a quality product for our internal and external customers.* **"**

Positioning for a Productive Future

The company began the process of implementing integrated print/mail solutions that would help with the tracking of its print and mail activities. The goal was to introduce more automation and reduce the amount of staff intervention—eliminating potential for human error—across the workflow. The shop primarily uses Océ VarioStream 7550 roll-fed toner printers and has a full mailing department with mixed vendors that distributes about 24 million envelopes annually.

"We are obviously extremely concerned with HIPAA and PHI compliance," said the Operations Development Manager. "And we are also concerned with providing the best possible service level (SLA) to our internal and external customers. We identified several areas where improvements could be made and went out into the market seeking a solution."

Single Source, Multi-Vendor

The health insurer chose a multi-vendor solution. "This robust solution delivered more than we asked for or even thought was possible," the Operations Development Manager added. "And the results we have achieved are outstanding."

The company ultimately implemented Ironsides APT as an umbrella production management application to track all phases of the production operation down to the page level, including print management and mail processing with Solimar Systems and BCC.

Key results include:

- Reduction of time to locate files to resubmit a reprint request from as much as an hour to instantaneous through the use of the APT Dashboard and SOLsearcher. "This gave us an almost instant ROI since we typically get multiple reprint requirements monthly and saved the equivalent of one FTE (full-time equivalent)," the Operations Development Manager reports.

- More efficient and accurate production of jobs that merge checks with Explanation of Benefits (EOBs) and/or vouchers. "Now we can easily generate statistics and reports from the Ironsides server database when needed," the manager explained.

- Better management of printed output through the insertion process. "Because the inserter needs to be primed, there are always a few letters on the front end that fall into a diversion bin," said the manager. "Using APT Track, we simply hand scan the barcode, and operators can either re-insert these into the stream or reprint. The Ironsides APT Dashboard highlights any missing mail pieces and other errors with a red icon, alerting operators to act. Previously this could take as much as a day to investigate. Now it is instant."

- Minimal customisation and highly automated. "We also wanted a solution that required minimal customisation to make it easier to maintain going forward. Ironsides APT was a key element of our solution, tying everything together and giving us the system integrity and automation we were looking for," said the manager.