



ICW Success Story



Kansas City



BENEFITS OF ACCURATE MEMBER TRACKING:

- › Connect members across multiple systems and provide a complete, consistent and single view
- › Track members over time and across employers
- › Eliminate duplicate member records
- › Improve member-centric services
- › Give the ability to manage and monitor health trends for disease management
- › Decrease the cost of membership administration
- › Facilitates privacy and compliance objectives
- › Enhanced customer satisfaction
- › Cost savings of up to two-thirds of your current in-house cost to monitor and resolve problem records
- › No gaps in monitoring as frequently occur when relying on burdened internal employees
- › Provides opportunity to offer services to hospital /practice partner

Accurate Member Tracking

Blue Cross and Blue Shield of Kansas City (Blue KC) holds the Members' information with the utmost confidentiality and care. It isn't only a HIPAA Regulation to keep members data safe but is also a cornerstone of Blue KC's exceptional customer service and brand strength. Correctly identifying members across groups has always been a challenge. Accidentally cross-linking the records of two members can lead to errors that slow down the ability to manage and monitor health trends. Such slowdowns increase the cost of healthcare and disrupt members' lives as unnecessary costs are incurred.

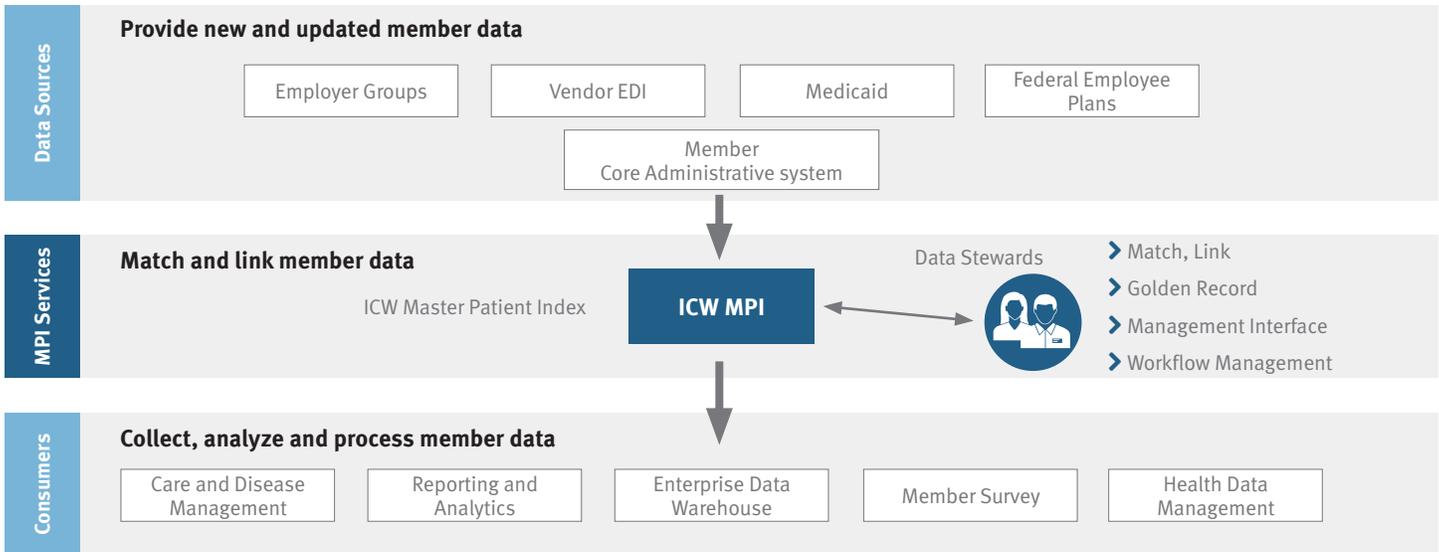
Main objectives of the project

- › Replacing Blue KC's Lifetime key assignment process (BE Key) with an industry accepted Master Patient Index (MPI) implementation, in order to have a more efficient process with a lower error rate.
- › Blue KC had an in-house developed MPI process for 15 years
 - › No manual intervention to link or split records
 - › Configuration changes required coding, testing and deployment
 - › No matching review capability
- › In 2012, Blue KC chose ICW's MPI solution to improve MPI data quality and to facilitate data stewardship within Member Services

"The accurate identification of a member's information across multiple systems is essential to providing effective health care and most recently, in supporting healthcare reform regulations. The ICW solution has enabled Blue Cross and Blue Shield of Kansas City (Blue KC) to create a holistic picture of our members throughout their lifetime that spans the new health information landscape."

Karen L. Lajaunie, Blue Cross and Blue Shield of Kansas City, Director Application Development

MPI INTEGRATION



DATA QUALITY STATS

- Blue KC started their journey by establishing goals including improving member/customer identification, enhancing patient safety, and reducing duplicate and overlay creation.
 - They also identified value that could be gained in reduction in the time needed to resolve data quality issues including overlays and duplicates.
- These key steps facilitated executive and operational buy-in to the technology and change management.

DATA QUALITY STATS MEASURED OVER FIVE CONSECUTIVE DAYS

	Baseline Passive	One Month post Active Integration	One year post Active Integration
Data Quality issues	60	32	19
Duplicates/Overlays	22	14	7
Overlays	3	2	0
Staff Time (hours)	11:20	4:32	2:12

Source: "Maximize Your EMPI Investment: The Olmsted Story" – Case Study – Michelle Majerus

- Overall their stats showed a 66% reduction in the data quality issues, and an 80% reduction in the time required to address these issues!

Healthcare reform is driving significant changes in healthcare, which call for changes in the way we manage member identification. For health plans, the need for an accurate, longitudinal understanding of members and their data over a lifetime is more important than ever, and ICW's MPI solution will enable the insurer to meet new demands for comprehensive, aggregated member/patient data in the health information exchange (HIE) environment as well as in achieving their data stewardship goals within Member Services. As Blue KC has continued to grow, the need became more apparent for an MPI capable of supporting the health plan's goal of maintaining high quality member information with the utmost confidentiality and care.

ICW's MPI solution offers strict standards-compliance and is built on technology that automates mapping of datasets to a single member/patient identity based on both deterministic and probabilistic algorithm, which is more complex but has a greater potential for improving matching. ICW believes that using both methods is the only way to get the accuracy organizations require, as well as meet diverse business requirements.

As the largest insurer in the area, Blue KC is leading the way in technologies that protect and benefit the individuals it serves.

Contact

InterComponentWare Inc.
Four Tower Bridge, 200 Barr Harbor Drive, Suite 400
West Conshohocken, PA 19428

T: (484) 278-6571
info@icw-global.com
www.icw-global.com