



The Road to
Compliant, Timely
and Effective Member
Communications

Providing insight and
governance to guarantee
accurate, compliant materials,
on-time and on budget

Indellient

Preparing member and marketing materials, such as ANOCs, EOCs, SBCs, EOBs, Campaign Management and member correspondence are time-consuming, labor-intensive and prone to compliance risk. Health plan and pharmacy benefit managers face increasingly strict regulations to deliver more accurate and timely information. There is a strong need to stay ahead of demands to ensure the accurate and efficient development of marketing materials in a time sensitive and highly regulated landscape.

Company Profile

Express Scripts Inc. (ESI), the United States' largest Pharmacy Benefit Manager, employs 28,000 employees and manages over 80 million members. In 2012, ESI acquired Medco which significantly grew their portfolio and came with a corresponding increase in volume of communications.

The Challenge

As part of ESI's mandate, they produce thousands of member communications for dozens of employers, health plans, unions and government agencies across the country. In 2012 after successfully acquiring Medco, not only did ESI's portfolio grow significantly, it came with a corresponding increase in the volume of member communications to be produced.

Of the thousands of member materials produced every year, each material type is regulated by its own set of compliance regulations, business rules, marketing requirements and more. Needing to manage hundreds of review cycles across several teams, the company's main challenges were:

1 Inefficient, Manual Processes

Using manual processes and basic tools such as email, spreadsheets and Word documents resulted in errors, rework and additional costs.

2 Lack Of Visibility And Control

It was difficult to know at any given time the status of projects, what tasks were completed and what was left to accomplish.

3 Labor-Intensive Management

Tracking, coordinating and collaborating across people and departments took as much time as the work itself.

4 Overwhelmed Staff

Staff were overloaded, and it was hard to meet deadlines without adding temporary resources at peak times.

5 Compliance Risk

ESI was at risk of penalties, probation, market restrictions and poor member experiences due to incorrect member materials.

In short, the lack of operational insight was leading ESI to spend as much time and resources managing the administrative logistics of member communications as they were creating the communications themselves.

The Solution

Indellient created the Blue Relay platform for one purpose; to give organizations with complex business processes, like ESI, the confidence they need to ensure that every piece of member material has been properly reviewed, approved and produced on-time, with full accuracy and the ability to prove it.

Blue Relay was up and running in 30 days and fully deployed across several teams in 90 days.

Built on business rules - regardless of complexity - the platform:

- ✓ Tracks all activities
- ✓ Tracks who is doing what and when
- ✓ Effectively handles change management between systems and stakeholders
- ✓ Provides quality assurance tools
- ✓ Maintains a full audit trail

Whether it was an executive that needed insight into the performance of the entire program, the team leaders who needed to resource balance all the tasks at hand or an individual team member that simply needed to know what to do next, Blue Relay had ESI covered.

How Does Blue Relay Do It?

With 4 key functional domains working together to deliver a holistic solution for member materials management.

1 Task Management

Know what you have to do and when

- Easy scheduling
- Notifications/alerts
- SLA management

2 Process Management

Ensure it's done right the first time

- Customizable, automated workflows
- Collaborative space for easier review & approval
- Quick assign/reassign/load balance capabilities
- Checklists for compliance

3 Tracking and Reporting

Get the info you need when you need it

- Version tracking & document compares
- Real-time auditing & reporting for day-to-day needs
- Resource management (personnel, cost)

4 Business Insight

Know what's happening and what to do next

- Visualizations/dashboards
- Data & analytics to measure performance over time
- Operational insight

Results

Since the initial implementation, Blue Relay has expanded to over 300 users across the merged organization that now use the solution as part of their daily routine. As a result, ESI is now organized to move nimbly, allowing them to handle changes to regulations, policies and member sizes more effectively – year over year. Some of the key drivers of this adoption include:

Improved Processes

Within a few weeks, manual tasks were automated which allowed the team to refocus resources on more critical activities.

Significant Savings

Approximately \$5-6 million in savings over four years based on reduction in time needed to complete all necessary tasks.

Business Insight

Access to data and analytics provided operational insight to help improve performance of the entire operation over time.

Visibility and SLA Adherence

Early identification of bottlenecks and risks enabling teams to take corrective action before it was too late.

Project Management

Gained full visibility of the material lifecycle and can pinpoint exactly what changes need to be made and which documents have been approved with real-time status.

Resource Management

Leaders were able to use the insight from Blue Relay to properly load balance tasks across their team members leading to a more efficient operation with a lean team, less employee stress, and a significant reduction in employee overtime hours required to accomplish tasks.

Over 300 Users

\$5-6 Million in Savings

About Blue Relay

Blue Relay provides health plans and Pharmacy Benefit Managers with the confidence needed to ensure that every piece of member material has been properly reviewed, approved and produced on-time, with full accuracy and the ability to prove it. Built on business rules - regardless of complexity - the Blue Relay platform tracks all activities, effectively handles change management between systems & vendors, provides pre and live production proofing while providing you a full audit trail.

About Indellient

Indellient, the creator of Blue Relay and a Top Canadian ICT and PROFIT500 company, empowers businesses to meet and exceed their critical business and technology objectives. We provide custom software development and IT professional services within today's fastest-growing areas of Data & Analytics, DevOps and Business Process Management (Blue Relay). Using cutting edge technology and industry best practices, we provide efficient solutions to complex challenges and drive our client's business forward.

We provide real, tangible value to our clients that deliver dramatic results.

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info@indellient.com

indellient.com

1-855-544-9611

