

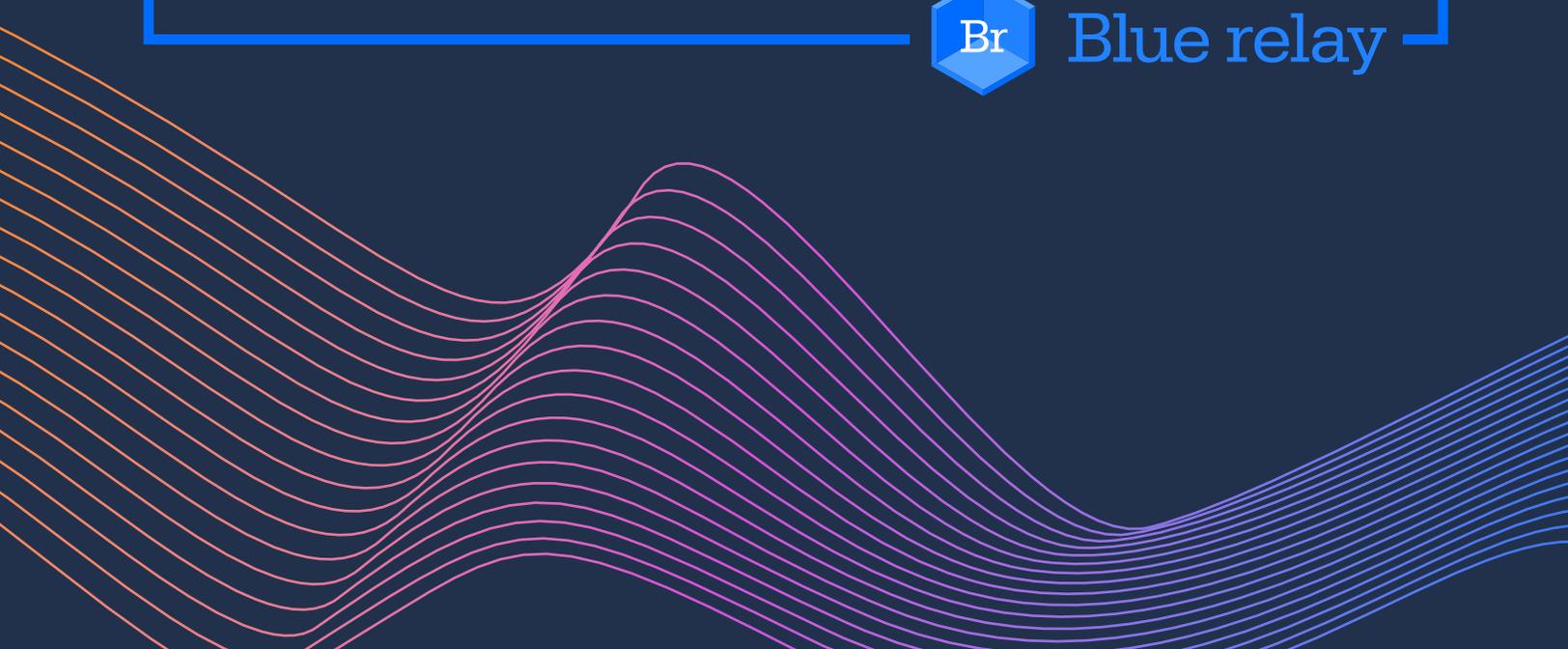
CASE STUDY

# Automating Medicare Communications to Drive Compliance and Auditability

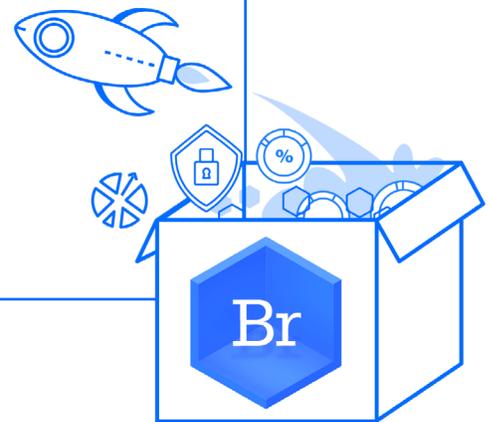
**Providing Insight and Governance to Guarantee Accuracy and Reduce Compliance Risk**



Blue relay



Each year the Centers for Medicare & Medicaid Services (CMS) releases a vast number of regulatory updates to Medicare programs that health plans must abide by. Once CMS releases their regulatory guidelines, there is a short period of time to review, interpret, organize and execute changes in many of their operational processes such as PBP submissions and the updates to member marketing materials.



## Reducing Error in Regulated Communications

Preparing highly regulated member and marketing materials, such as ANOCs, EOCs, SBCs, EOBs, and member correspondence are time-consuming, labor-intensive and prone to compliance risk. The short time-frame to properly execute puts health plans at risk of not meeting requirements correctly or on-time and that risk comes with a hefty price tag. The cost of non-compliance can be millions of dollars in financial penalties and market restrictions. Health payers must rethink how they execute these updates to achieve compliance and goodwill.

## Company Profile

This Blue Cross Blue Shield (BCBS) company is one of the leading health payers in North America serving over 5.5 million members with over 8,000 employees. The company manages more than 40,000 files year-round and is a front-runner in Medicare Advantage products.

## The Challenge

Compliance adherence is a top priority for BCBS's Medicare Advantage teams. The company manages large scale document reviews - documents that they have no real visibility into - for member materials that are evaluated against strict guidelines. Often managed through manual processes like email and spreadsheets, this BCBS company was at risk of missing compliance requirements and deadlines which can put them at risk for penalties. The company's main challenges were:

01

### Lack of Effective Tools

With disparate tools like email and spreadsheets, there was poor cross-team collaboration and project tracking which resulted in errors, rework and extra costs.

02

### No Real-Time Visibility Of Progress, Status and Deadlines

At any moment, it was difficult to get a pulse on what was happening - what tasks were done, what was left to do and where the bottlenecks were. This limited their ability to progress and improve.

03

### Unable To Reallocate Resources In Real-Time To Meet Deadlines

Aligning resources to support upcoming work/load balance was hard to manage. Without real-time insights, they could not proactively manage the teams to avoid problems.

04

### No Audit Controls To Confirm Compliance

Due to the previous issues along with the growth in Medicare Advantage products, the team had little confidence that proper steps and requirements were followed properly, putting them at compliance risk.

## The Solution

Indellient created the Blue Relay platform for one purpose; to give organizations with complex business processes, like this BCBS company, the confidence they need to ensure that every Medicare operational process has been properly assigned, processed, reviewed, approved and produced on-time, with regulatory compliance and the ability to prove it.

Blue Relay was used to track all documents, processes and people for some of their programs and it soon became apparent that they were managing more documents than originally thought. The team soon realized what they thought were a couple hundred documents was actually about 2000.

Along with providing full visibility into their documents, Blue Relay was deployed across several operational processes including development and member material management teams. Built on complex business rules, the platform:

- Tracks all activities in real-time
- Tracks who is doing what and when
- Effectively handles change management between systems and stakeholders
- Provides quality assurance tools while providing a full audit trail

“Blue Relay gave us a clear understanding of where we needed to improve for the next plan year – we never had insights like this before.”

- *Director of Medicare Operations, Blue Cross Blue Shield*

Whether it was an executive that needed insight into the performance of the entire program, the team leaders who needed to adjust resources quickly to balance changes and priorities or an individual team member that simply needed to know what to do next, Blue Relay had this BCBS company covered.

The team could now ensure that Medicare projects were completed on-time, on budget and in accordance with compliance regulations, regardless of immediacy or changes in scope.

“Blue Relay software allowed for us to easily replace our manual and time consuming document management process with an automated and more efficient technical solution.”

*- Director of Medicare Operations, Blue Cross Blue Shield*

## How Does Blue Relay Do It?

With 4 key functional domains working together to deliver a holistic solution for compliant Medicare projects and processes.

### 01

#### Task Management

Know what you have to do and when

- Easy Scheduling
- Notifications/Alerts
- Deadline Management

### 02

#### Process Management

Ensure it's done right the first time

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

### 03

#### Tracking & 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)

### 04

#### Business Insight

Know what's happening and what to do next

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

## Results

Blue Relay streamlined the communication review processes for the 330 users that are signed up to date, resulting in significant improvements in efficiency and risk management during review and approval cycles. The company can now respond quicker to new CMS guidelines and tight timelines for critical member communications. The solution successfully provided:

### One Source of Truth

In an instant, the team knows all job statuses, resource availability, bottlenecks and deadlines for all operations.

### Work Management

Simplified the daily routine of employees by giving them easy scheduling features, and notifications/alerts that made it easy to accomplish tasks, avoid rework and focus on priorities.

### Proactive Resourcing

Ensured team leads could proactively manage employee workloads to meet targets, particularly in peak periods.

### Compliance Adherence

Minimized the number of errors made in content development. With the right tools and processes, staff were able to finish tasks correctly the first time.

### Quicker Collaboration & Output

Increased efficiency as the platform fostered quicker collaboration and greater information sharing across multiple departments.

### Audit Trail

Provided a full audit trail that the team can access at any point to show compliance adherence.

## Commitment to Compliance

Simply by weaving Blue Relay into their daily routines, the BCBS team was able to reduce errors, increase employee efficiency, reduce the likelihood of regulatory non-compliance and proactively cut down overhead. Now, they can address their business needs quickly and optimize their steps to get there faster.

Blue Relay gives teams a new perspective on how to improve, stop redundancies in their track, remove that extra step and solve real problems in real time.

"In just seconds we could pull a review of what happened and prove everything was okay and up to spec."

*Manager, Program Oversight and Communications,  
Blue Cross Blue Shield*

## 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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