

Claims Management: Product Customization

The Challenge

The client's claims administration product was being used by many leading health plans. However, the product required frequent feature enhancements because of the complexities in claims processing and evolving regulatory requirements. Making these customizations required deep health care knowledge and technical competency.

Our Approach

We partnered with the client to take ownership of engineering services for the claims administration product, providing functional and domain leadership for the client's customers. This involved overseeing a smooth product transition while ensuring that daily operations continued to align with customer expectations during the transition.

To achieve this, an emids team first conducted an in-depth documentation drive to understand the specifics, features and architecture of the application. Next, the team—consisting of business analysts, developers and QA specialists—established an SLA-driven model, assessing each customer's request and later implementing all necessary software engineering steps for customization.

Over eight months, the emids team demonstrated consistent, high-quality results. Eventually, the team was given engineering and support ownership over the full product suite of three large, independent products.

Value Addition for the Customer

- Developed "Client University" as a knowledge management tool
- Established a "Client Innovation Center" to identify and drive innovation
- Created documents, trainings and other artifacts (which were previously nonexistent for some products)
- Achieved operational ramp-up in less than one quarter with zero impact on business requirements
- Established standardized support processes across the entire product suite

Payer Capability

Healthcare Provider

Customer Profile

A large, independent health care technology company providing revenue cycle management, clinical information exchange services, and consumer engagement solutions to hospitals, payers and employers

Services and Solutions Rendered

Engineering and support services for a claims administration product that required frequent customer-requested customization