

Smart Communications

SMARTCOMM™

Priority Health Streamlines Communications and Reduces Costs with SmartCOMM

About Priority Health



Priority Health is a nonprofit arm of Corewell Health, which provides health benefits for over one million members across the state of Michigan. They provide government (e.g., Medicare Advantage, Medicaid) and commercial (e.g., ACA, group) health insurance plans, as well as some self/fully insured hybrid products to make affordable healthcare accessible to their members.

Business Challenge: Modernizing Communications Infrastructure for Improved Customer Experience

Priority Health sought to modernize its infrastructure in order to enhance customer experience and improve the efficiency of their customer communications management (CCM). The payer was investing heavily in member experience, and they saw automating the communication generation process as a key pillar of that initiative. Integrating CCM tools for efficiency could yield a higher ROI and eventually eliminate their homegrown infrastructure. Streamlining integrations with core systems like TriZetto Facets and Salesforce, along with faster change management and speed to market, were among their objectives.

At the time, their technology ecosystem consisted of OpenText Exstream for communication creation, OnBase for document management, and a homegrown solution for print fulfillment. This setup made modifying communications challenging, and with numerous external vendors providing content services, integrations were inconsistent.

Angela Thompson, the Application Development Analyst responsible for corporate communications, faced a significant manual workload due to the limitations of the old system.

Matthew McLaughlin, OnBase and Reporting Manager, said, "One of the biggest problems we were running into is that Angela had to go through a complex process to make simple modifications to a single template. It required downloading every template that we had in the entire system and pushing them all back up together."



"The speed to implementation for a net-new communication has been cut from 2 weeks to two days or less. If I can get everything I need and get my UAT testers in line, I can go from Dev picking up the request into our production instance within 24 hours."

- Angela Thompson, Application Development Analyst

Upon evaluating their options, they discovered that upgrading their existing system would be as expensive as implementing a new platform. Therefore, they decided to start fresh, creating a clean instance that could integrate with existing processes, import data, and leverage their internal resources to build new capabilities

They sought a cost-effective solution that was:



Flexible



Scalable



Easy to use



Configuration-driven

Their goal was to adopt a solution that could support a growing team, scale effortlessly, and facilitate the onboarding of new applications. After thorough evaluation, they chose SmartCOMM, as it met their search criteria.



“In the old system, I’d have to make great notes as to the changes that I made, when I made them, and where it was in the process. SmartCOMM keeps track of that for us automatically as soon as I start the workflow for approval. It then tracks who approved it, when they approved it, or that they denied it and that it went back to me, and for what reason. So that was a big ‘hey, this is slick. I like this!’”

- Angela Thompson, Application Development Analyst

The Solution:

SmartCOMM integrated with the TriZetto Facets core administration system and Hyland OnBase document manager



Communications passed to Salesforce by OnBase



Business Solution: Implementing SmartCOMM for Efficiency and Scalability

Priority Health initially implemented SmartCOMM for a small project to demonstrate early success and scalability. That first use case involved integrating SmartCOMM with OnBase and their claims management system, TriZetto Facets, for generating claims letters. The communication requests come from Facets – which was already in place, making the new process seamless for the end users – and then go to the intake table that creates the XML batch to send to SmartCOMM. Once the batch is processed in SmartCOMM, the output is produced and goes to multiple channels – HTML for digital communications, PostScript for printing, and PDF for archiving seamlessly into OnBase. The archived communications are surfaced through OnBase in Salesforce, allowing the customer care team to view all communications sent to a member, enabling a comprehensive, 360-degree member engagement view.

Encouraged by the success of their first use case, Priority Health identified numerous projects to incorporate into SmartCOMM. Previously, due to limitations with their legacy system, they were unable to undertake new projects from other departments because it was just too difficult to configure. Now they welcome work from other departments and are having conversations leading to the discovery of new projects that SmartCOMM can simplify. The new platform instilled confidence in other business areas, fostering a willingness to seek assistance on new projects.

The streamlined and intuitive SmartCOMM setup saved time and provided a clean and scalable solution. In the new environment, the implementation time for net new communications reduced from two weeks to as little as 24 hours. Additionally, during a recent rebranding project resulting from a parent company merger, Angela made a logo change in SmartCOMM once and all applicable templates were updated simultaneously, allowing her to complete the rebrand within their communications in less than 24 hours.

Making any change requires documentation, and Angela is a very meticulous record keeper. With the OpenText system, she manually kept track of every change and every project in a spreadsheet. The bar was high for how detailed their records had to be, and SmartCOMM met their documentation standards. SmartCOMM automatically records changes and manages review and approval workflows, saving Angela time and effort. She can trust that SmartCOMM is tracking everything she needs.

Additionally, now that they have been in production for several months, Priority Health is beginning to see early financial benefits. McLaughlin shared that, “I think now conservatively this first project is going to save, \$150,000 in outside vendor costs and allow us to reallocate and repurpose two full-time employees (FTEs).”





“Throughout the entire process, I think everyone we’ve worked with from Smart Communications has been top notch. Starting with the implementation, I think we were all pleasantly surprised to feel like we were running to keep up with the Smart Communications team, especially when it came to template development. We were done ahead of schedule and under hours for the templates that Smart Communications helped us with. That doesn’t happen very often when talking about a professional services engagement.”

- Matthew McLaughlin, OnBase and Reporting Manager



Future Plans

OpenText was the first solution displaced by SmartCOMM, but it will not be the last – nor will those initial batch use cases be the only ones for long. Priority has big plans for the platform, including replacing two more member communication platforms and eliminating at least one outside vendor. “We’re still defining what that is going to look like, but we’re going to save a ton of time,” McLaughlin predicted. They also plan to connect SmartCOMM with Salesforce directly and further extend the TriZetto integration, which will improve the grievance team’s interactive communications (e.g. for personalizing and sending appeals and grievances letters), saving them time and providing massive improvements in member experience.



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Smart Communications provides the platform that leading organizations trust to deliver personalized, consistent and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organizations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.

Smart Communications solutions are powered by AWS services including Amazon EC2, Amazon S3, Amazon RDS, and AWS Lambda, to deliver its cloud-native customer communications management platform.