

Healthx Usage Scenario - Meeting Strict Standards

Golden Rule Insurance Company

When Golden Rule fully realized their need for a member and provider portal, they originally explored in-house options. However, the company needed a secure interface that could integrate with third parties, was capable of handling extensive uploads, would meet strict corporate standards, and could be deployed in minimal time to meet projected target dates. After considering internal solutions, Golden Rule decided to contract out its portal services, which would significantly lower costs and eliminate the need for heavy IT maintenance.

The company also required a solution that could merge incoming data from disparate administration systems and claims systems while utilizing Golden Rule's already-existent APIs to allow for real-time member updates. They also wanted a portal provider that could create a unique host URL exclusively for them.

These specific provisions called for a portal provider with the ability to handle extremely large claims and eligibility file uploads initially and on an ongoing basis.

The Solution: Healthx Member and Provider Portals

The company chose technology firm Healthx, a leading portal and applications provider. Healthx rolled out Golden Rule's Member Portal in late 2010. They installed

an FS load balancer that would allow Golden Rule to host their own unique URL. They merged data claims systems and other third-party vendors.

Satisfied with the Member Portal outcome, Golden Rule approached Healthx in July of 2011 to develop and install their Provider Portal. The software company worked closely with Golden Rule to build the same branding criteria and meet stringent corporate marketing standards, as well as customizing display remarks on claims that would be unique to providers.

The Healthx portals help Golden Rule relieve much of their financial and customer service burden by providing members 24-hour access to benefits and health management information. The entire implementation process for both portals combined was completed within just nine months.

Healthx continues to comply with Golden Rule's Purchasing and Web Security Teams while providing reliable, large-scale portal services.

Healthx develops and manages the most widely adopted online portals and applications for the healthcare market.

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Healthx Usage Scenario - Improve Provider Relations

Neighborhood Health Providers

Healthx worked with Cathy Weigle, Vice President, Business Development and Client Services at Neighborhood Health Providers, who was interested in a provider portal to not only help reduce the number of phone calls that were being taken, but to also meet the demand of the providers. A primary goal of Neighborhood Health Providers was to provide a portal that would allow quick and easy access to information that was needed on a daily basis. It was also important to reduce the number of incoming calls from providers through utilization of the portal.

Neighborhood Health Providers was able to gain adoption of just over 3,000 providers within the first three months of the provider portal launch. They also saw a reduction of 35% in the number of provider calls that came in during the same period.

“The rate at which we were able to get providers to adopt the new provider portal was absolutely incredible. Providers preferred the new portal because it was easy to use and they could get to the information quicker.”

Cathy Weigle
Vice President
Neighborhood Health Providers

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Healthx Usage Scenario - Increase Provider Utilization

Hudson Health Plan

Healthx worked with Ted Herman, Vice President of Public Relations and Communications, and Ian Flor, Manager of Data Operations and Project Management, who were interested in a more robust Provider Portal that would aid in the increase in their provider utilization. A primary goal of Hudson Health Plan was to increase the utilization of the portal by its providers. A secondary goal was to reduce the number of incoming calls from providers through utilization of the portal and the information provided.

After implementing the Healthx Provider Portal, Hudson Health Plan is extremely satisfied with the increase in utilization of its provider portal and has reduced the number of provider calls by 35%.

Hudson Health Plan has increased portal utilization and reduced provider calls to their call center.

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Healthx Usage Scenario - Reduce Mailing Cost of EOB's

MedCost Benefit Services

For over three years, MedCost Benefit Services, LLC, has been using the Healthx portal to promote the use of electronic versus paper Explanation of Benefits (EOBs) by its members. Medcost has achieved an almost 75% adoption rate among users of their online services and estimates they are saving over \$4,000 a month.

The secure Healthx platform that is deployed for MedCost is used to gather a member's election to go paperless. An email is then sent to a member whenever a new EOB is created, with a link to come to the Healthx portal where they can view and print EOBs without having to enter a second username or password.

MedCost has not only achieved great cost savings by encouraging members to use electronic EOBs, but they are also helping the environment by reducing paper waste caused by printing the EOBs. The Healthx platform allows members to view their EOBs online and then send MedCost secure messages with any questions related to a specific claim. Responding to those secure emails is more efficient to schedule and less costly for MedCost than handling phone calls through their Customer Service phone lines.

"It's great to hear from our sales staff how MedCost's success with this program helps set us apart from our competitors by showing how progressive we are in our approach."

Wanda Owens
Director of Claims
MedCost Benefit Services

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