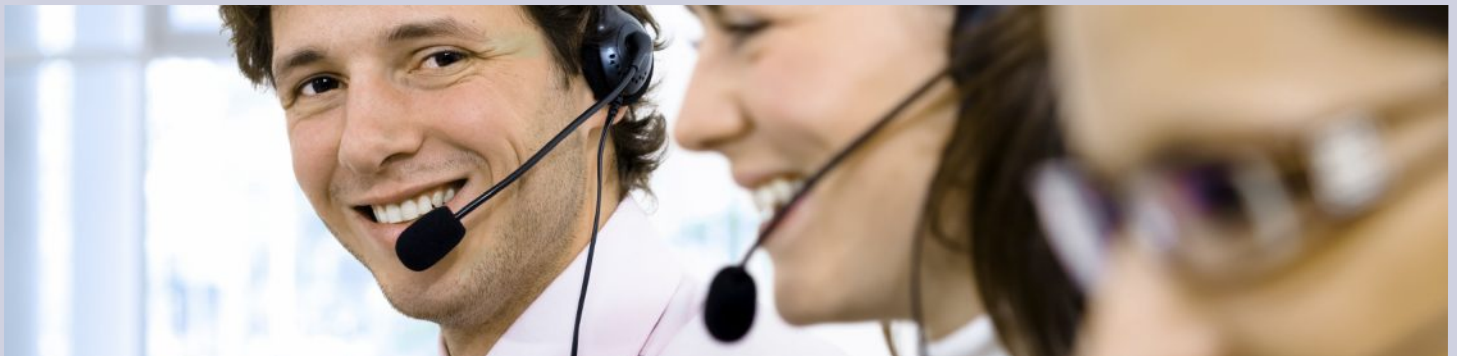


Focused Health Solutions Utilizes Siebel CRM to Revolutionize Service Delivery

CRM
Siebel CRM



Engagement Summary

CHALLENGE:

Legacy call center software had become outdated and could no longer support FHS growth

SOLUTION:

Implement Oracle's Siebel Healthcare Vertical and redesign processes to take advantage of software capabilities

BENEFITS:

System and processes that provide greater flexibility in meeting diverse client requirements, support more consistent service delivery, shorten training and call times, and improve reporting and audit capabilities.

"We were very impressed with how quickly the eVerge consultants were able to understand our business."

Char Bonivossuto, CEO

FOCUSED HEALTH SOLUTIONS OUTGROWS SUPPORT SYSTEM

Focused Health Solutions provides (FHS) disease management and wellness services to Fortune 500 clients, who in turn include these health management services as part of their employee health benefit package. Covered employees can establish health management plans through FHS that range from healthy to at-risk to chronic disease. FHS provides the majority of these client services via a call center staffed by clinical and administrative personnel. Having experienced rapid expansion over the last 5 years, FHS had outgrown their legacy call center system that supported the Disease Management portion of their business. Problems with the legacy system included:

- Proprietary custom-built system – architecture was very hierarchical
- No flexibility to adapt the system for script changes, process flow changes, etc.
- System navigation issues were significantly increasing call durations
- Reporting was impossible – free text areas were not reportable – system was designed for note-taking – did not meet business needs
- No audit trails for client history/access – privacy issues
- Not scalable

SEARCH FOR A SOLUTION

Everyone at FHS, from the COO to the front-line nurse practitioners, knew that it was time to replace their old technology. FHS brought in an outside consulting company to help develop selection criteria and evaluate the potential solutions. After an intensive year-long fact finding and evaluation process, FHS selected Siebel CRM and eVerge Group as their solution. According to Heather Knowles, Director of Information Services at FHS, "Oracle and eVerge Group stood out in the assessment phase because they came across as very knowledgeable and they were very thorough in their responses to our information requests. They presented a solution that not only included the call center application, but a complete solution that encompassed the analytics components as well."

SYSTEM IMPLEMENTATION GROWS INTO PROCESS EVOLUTION

The initial project charter was simply to replace the old call center technology with a new state-of-the-art solution. Through process mapping and brainstorming sessions, it became clear that simply building an application to support old processes would be a sub-optimal approach. eVerge Group was able to demonstrate how features and best practices inherent in the Siebel CRM software could help transform process flows and significantly streamline timelines while providing enhanced end-user and customer capabilities. eVerge Group utilized Siebel's Smart Script capabilities to help design and document call flows. According to Knowles, "eVerge showed how we could do things differently and better using the Siebel capabilities." Char Bonvissuto, COO, added, "We were very impressed with how quickly the eVerge consultants were able to understand our business. Our culture is somewhat risk-averse, and there was some reluctance to believe that anyone from outside the business could understand the issues well enough to develop a system that would meet our needs."

EXPECTATIONS EXCEEDED

The implementation effort was completed 2 months ahead of schedule (in spite of an expanded scope) and resulted in a system and processes that support much more consistent service delivery. Call times and training times have decreased, data is now reportable and auditable, and the system has the flexibility to support more diverse customer requirements within the application. Having seen the positive impact the Siebel CRM system has had on the Disease Management portion of the business, FHS has decided to implement the same capability in their newly acquired Wellness Management practice. "The first phase of the project went so well, we have decided to have eVerge Group implement the Siebel solution to support our Wellness Management business division...that says a lot about how we feel about both Oracle and eVerge Group," praised Knowles.

"We really over-achieved on this project. We set out to replace our call center software and ended up revolutionizing our service delivery culture."

Heather Knowles, Director of Analytics and Information Services

Technically Speaking

Implementation of Oracle's Siebel 8.0 eHealthcare Vertical (Call Center and Financials)

Integrations: NPI, Medistan, SF12, Healthwise Connect

Operating System: Windows 2003

Database: Oracle 10G

Success Metrics

- Project completed within budget and 2 months ahead of schedule
- Customer enrollment call time reduced from 40 minutes to 10 minutes
- New agent training time reduced by 75%
- 1,000 call script questions reduced to 400
- Coded data input enables better reporting
- System is now auditable
- Medical research and information distribution is now automated
- Manual exception processing and QA is now handled within the system

The eVerge Advantage

Software Expertise – eVerge's extensive knowledge of the Siebel CRM application enabled them to show FHS how they could take advantage of software capabilities to improve operational efficiencies.

Functional Knowledge – eVerge Group consultants understand business processes, enabling them to quickly understand specific client issues and develop business solutions.



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