

# How healthy is your data?

Information and Knowledge Management in Health Insurance



# The prescription for healthcare's data ailments

The better you understand your customers, the brighter your future

## Healthcare insurers face serious data challenges.

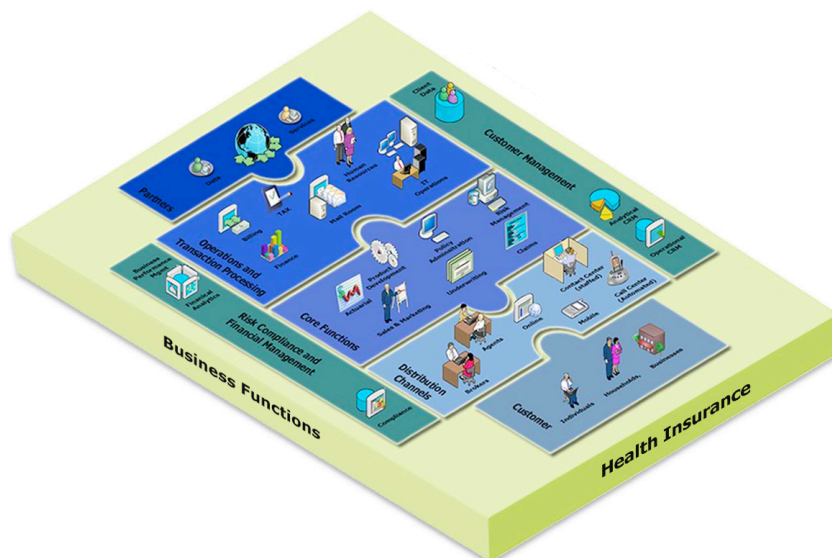
These days, healthcare providers, physician groups and insurance companies are front-page news. With healthcare reform stealing the headlines, organizations like yours must keep a keen eye of how you manage your data. With the growing complexity in electronic records management and workflows, healthcare companies need to focus on increasing the personalization of medical care to gain a competitive edge. Yet, on a daily basis, bad data thwarts these efforts.

Bad data behaves like a virus. It starts with one record and spreads to other databases, hindering you from better understanding your customers' purchasing habits. It also helps explain why you have so much undeliverable mail, and why your Customer Relationship Management system is not providing the results you anticipated.

Duplicate records, multiple names at the same address, typos, non-standard data formats, or misfiled data wreaks havoc on your organization. Every piece of bad data is a lost opportunity to grow sales from your current customers.

Statistics reveal business analysts spend a third of their time dealing with data problems. It's not just time. It's costly as well. Manual processes used to reconcile, correct, rationalize and combine data costs millions, while inadequate data controls can enable untold fraud that literally steals your profits.

According to The Data Warehouse Institute, 55% of survey respondents identify "data quality and security" as the top issue. In total, data quality problems cost U.S. businesses over \$600 billion per year.



Claims

Network Management

Customer Onboarding

Sales & Marketing

# Healthcare embraces for change

Reforms call for cost containment, more personalized delivery and stronger data management

Organizations are preparing for increased oversight and new rules of engagement. As new technologies emerge, they present highly effective ways to cut costs and improve the quality of health care.

The best place to begin is with the best data. Better data can help you fully understand your members' needs. Armed with vital information, you can offer them *exactly* what they want. This, in turn, helps you increase sales effectiveness, increase member retention *and* profitability.

An ability to communicate with members, present information clearly and personalize the healthcare experience are critical components of member satisfaction.

## CLAIMS

Will you delight—or disappoint—your customer?

Your competitiveness depends on successful claims resolution. But, it's an expensive proposition. Studies suggest that up to 22% of claims are not paid accurately—and appealing a payment could cost between \$14 and \$25. Another staggering figure suggests \$68 billion\* is lost annually to fraud. Data quality, data integration and accurate communications must align to support a seamless claims experience. Technological advances can help you:

- Match records to validate coverage and eligibility
- Check for duplicate claims submissions
- Profile suspicious activity, including similar claims or prior relationships between two parties
- Generate personalized EOBs, bills and interactive communications

\*National Health Care Anti-Fraud Association, 2008



Data quality increases the return on every IT investment

## MASTER DATA MANAGEMENT (MDM)

An eye-opening single-view of your customer relationships.

Blending technology, processes and people, MDM strategies help organize disparate information to provide a single view of your customers, products and business entities. Data cleansing and data enrichment provide the single-view snapshot that allows your firm to integrate pristine data, the backbone of successful MDM.



## NETWORK MANAGEMENT

The network is everything

You can't underestimate the importance of your network. Plan providers need to serve members where they live and work, with easy access to specialists, labs and healthcare facilities. Better and more effective communication with providers and members can drive efficiency and enhance the quality of care. Improved network management allows you to:

- Map providers against existing members
- Conduct gap analyses to uncover underserved needs
- Monitor transactions to detect potential fraud
- Monitor and model health issues across geographies
- Alert members to local, affordable care providers

enemies. Government regulations, complex communications and the involvement of multiple parties including members, employers, brokers and providers, provide a host of challenges. Enterprise data management can help you:

- Validate the identity and location of new members and providers
- Link members of the same household
- Assess needs based on segmentation and location
- Simplify and customize welcome kits, ID cards and interactive communication
- Promote relevant offers through statements and notifications



## CUSTOMER ON-BOARDING

A three-month window of opportunity

Nearly 75% of all cross-sell occurs within the first 90 days of a new account opening. A well-executed onboarding process makes it easier for insurance companies to take control, from the initial enrollment through welcome kits and subsequent upsell activities.

Poor data quality, inconsistent front-end processes and uncoordinated customer touch points are just a few of your



## SALES & MARKETING

Profit from top-quality customer intelligence

Healthcare professionals can grow by simply personalizing the healthcare experience. By understanding patient needs, you can identify opportunities to provide top-notch care and service. But first, your data must be accurate, accessible and complete.

Data quality makes it easier to provide advice, the best service and the best range of services. You can further improve your customer relationships by:

- Identifying where market opportunities and competitive advantages exist within networks
- Creating a single view of customer relationships
- Assess the impact of chronic conditions in your market
- Streamline mail delivery to eliminate duplicate efforts and returned mail

### CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Data-quality applications ensure a consistent message.

CRM tools helps businesses gain insight into customer behaviors and customer value. The challenge is that CRM systems are at the mercy of underlying data quality. When you can profile, cleanse, consolidate, match, enrich and monitor data across multiple sources, applications and touch points, you can improve the customer experience.

### GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Enabling your data geographically.

Nearly 80 percent of all data stored and maintained by communications providers has a location-related component. By geocoding customer accounts—the foundation of GIS—you can identify opportunities, segment markets, pinpoint service availability and manage networks more efficiently.

### BUSINESS INTELLIGENCE (BI)

Get the right information to the right people—at the right time.

Business Intelligence is a broad category of applications and technologies that gather, store and analyze data to help enterprise users make better business decisions. The problem, according to Gartner, is that more than 50% of BI deployments will suffer limited acceptance, if not outright failure, due to lack of attention to data quality issues.

# Build healthier, more profitable relationships

Learn how the right data platform can help you streamline workflows, fight fraud and delight members

Healthcare insurers must find effective ways to deal with regulatory reforms, disparate systems and overall data quality—while being opportunistic when it comes to low-hanging fruit and critical business issues.

Pitney Bowes Business Insight provides the best of both worlds, with an enterprise-wide platform that makes it possible to centralize control and improve performance on your terms. The Spectrum™ Technology Platform does not replace your existing business platforms—it improves the quality, accessibility and value of your information.

## A single foundation for data quality, data management and more

Our technologies include components and applications that readily integrate with each other as well as your core CRM, ERP and legacy systems. Designed to support the needs of data stewards, IT managers and business users, these solutions work together to provide a consistent, single-view of your customers across the enterprise.

Based on a modular, service-oriented architecture, these premier customer data quality solutions update, link and consolidate valuable information. Only Pitney Bowes enables you to integrate location intelligence and data quality across your organization through a single platform. From customer care and marketing to network operations and compliance, business units can make better decisions with information that's more accurate, timely and relevant.



## Embrace today's changes, with Pitney Bowes

Over the past 25 years, the world's leading health insurers have relied on Pitney Bowes Business Insight to acquire accounts, serve customers and grow relationships. Today we provide a broad range of solutions that integrate data quality, geocoding, location intelligence, predictive analytics, communication management and mailing efficiency into every-day workflows and business systems. The combination of enterprise platforms, SaaS solutions and on-demand applications provide for more intelligent business decisions and consistent, accurate customer experiences across all channels, including emerging media.

### A ROBUST SET OF INTEGRATED SOLUTIONS

- Customer Data Quality
- Data Governance
- Address Verification
- Data Normalization
- Name Validation
- Records Matching
- Data Profiling
- Geocoding
- Location Intelligence
- Enterprise Routing
- Tax Management
- CRM/ERP Connectors
- Global Watchlists

Speak with the experts at Pitney Bowes Business Insight today and learn how the right approach to data management can help you achieve a more profitable relationship with your customers.

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