



A system upgrade gives Geisinger and their clients valuable versatility

Geisinger

Started over 100 years ago in Central Pennsylvania, Geisinger has expanded and evolved to become a coordinated intersection of services and providers. Their insurance offerings, known as Geisinger Health Plans, have a provider network of over 30,000 primary care and specialty physicians, 120 hospitals, and 132 urgent and convenient care locations—serving nearly 600,000 members in Pennsylvania.

With their legacy system nearing end-of-life, they needed a replacement to manage their Geisinger Health Plan appointments—but with consistently high rankings both locally and nationally for quality of care and customer service, they knew both their new system and project partner would have to meet some very high standards.

Field service experience leads the way

Geisinger was facing a number of projects, as their legacy system was supporting numerous aspects of their Geisinger Health Plan business—one of which was field service related. When it came to client visits, held either at a client's homes or in the field, up-to-date information for their Health Plan representatives was vital—meaning their schedules, client and appointment details needed to be as accurate as possible.

Their current solution was disjointed, with information coming from separate sources which didn't interact; there was no optimization as far as scheduling, with no set territories. Manual processes were involved, leaving room for error, and they were lacking options for clients as far as virtual interaction and appointment management.

Diabsolut was brought on board for this specific project because despite some other big players being involved in the legacy system replacement, Diabsolut's field service experience was unmatched. With Salesforce products being used to replace the legacy system, Salesforce Field Service was the perfect choice to address Geisinger's field service needs.



Product Deployed

Salesforce Field Service
Salesforce Shield

Geisinger Quick Facts

Location: Danville, Pennsylvania
Employees: 30,000+
Business Model: B2C
Industry: Healthcare

Integrations

Microsoft Outlook
Custom appointment booking flow

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A collaborative effort creates a solution with widespread appeal and support

Listening closely to what the Geisinger Health Plan reps were experiencing in the field, as well as what Geisinger both wanted and needed from this aspect of their business, meant the Diabsolut team was able to create a solution that met both end-user and business needs.

In addition to the Salesforce Field Service implementation, a customized booking flow was created to complete appointments in a more intuitive way—automatically bringing information to and from relevant systems for optimized scheduling—which included movable screens for information displays. Optimization also included set territories for representatives and ease of use functionality, such as appointment prompts if a client's spouse, partner, or dependent was interested in meeting with the rep too—so cases could be linked, but resolved individually.

Integration with Microsoft Outlook was done, which is where most of the reps stored information previously, including real time schedule updates in their Outlook calendars. This helped provide reliable and accurate information in the field, which was now consistent and centralized. Importantly, Diabsolut's portion of the project also enabled both virtual client visits and online appointment booking for clients.

More options, more capabilities, and more room to grow

Having the ability for representatives to meet with clients virtually, as well as integrated online self-booking for clients, has become invaluable for Geisinger—providing more ways to safely meet their clients' needs.

Geisinger Health Plan representatives not only have a more user-friendly appointment and field service management solution, but the ease of use and optimization have meant they can meet with more patients while still accessing the real time information necessary for providing quality care. The service territory mapping has provided targeted locations for representatives, meaning better alignment with clients; and automation has seen a reduction in costs and errors.

Diabsolut's ability to work as a team with both Geisinger and relevant project partners, for a no-nonsense solution, made for seamless and hassle-free project completion. This project's success has also meant another partnership for Geisinger and Diabsolut, where they will focus on expanding security for Geisinger Health Plan's valued clients.

“The Diabsolut team brought strong subject matter expertise and a strong commitment to our success to the project. Because of their strength, we were able to meet expectations and deliver this time sensitive initiative on time with the necessary functionality.”

— **Ryan Wiehagen,**
Associate Director
Information Technology,
Geisinger Health Plan

Significant improvements in:

- ✓ Data accuracy
- ✓ Appointment bookings and scheduling systems
- ✓ Virtual interactions with clients

Geisinger Health Plan representatives have a more user-friendly appointment and field service management solution allowing them to meet with more patients.

