

CASE STUDY

HEALTHCARE SOLUTION PROVIDER IMPROVES CUSTOMER EXPERIENCES WHILE IMPROVING OPERATIONAL EFFICIENCY

Rivet Logic's implementation of Liferay-based public website, member portal, and Medicare portal solutions enable leading national healthcare solution provider to optimize user engagement while streamlining business operations.

The new public site has dramatically improved productivity through a streamlined content publishing process, while the new member portal has greatly enhanced the user experience by making information easily accessible.



At a Glance

INDUSTRY

Healthcare, Insurance

USE CASE

Website, Customer Portal, Content Management

ORGANIZATION

Since 1966, this customer has been providing award-winning healthcare administration and support services. Serving 582,000 healthcare providers with \$55 billion in processed claims annually, this customer provides insurance for health, dental, and life under several nationally known brands.

CHALLENGE

Like many healthcare solution providers, this customer had multiple sites – public site, member portal, on-boarding, and more. Maintaining these sites on outdated systems not only meant dealing with a cumbersome content updating and publishing process, but also resulted in less than ideal experiences for its wide range of users.

They needed a platform that could fully support these very different use cases, while having the ability to integrate with disparate external information sources with Single Sign-On support. In addition, the system needed to fit seamlessly into their existing enterprise infrastructure. In the end, this customer decided a complete website redesign and re-engineering was necessary to provide both public visitors and members with a better user experience for one of their brands.

SOLUTION

This customer chose Rivet Logic to help implement their public and member sites on the Liferay Portal, which provides a robust and flexible platform for building a variety of web applications. To successfully host multiple sites under the same domain, Liferay's public and private pages and sites presented the perfect way to leverage both the public and private scope of the same site – public pages allow site visitors to browse and explore the site, while private pages allow members to manage their accounts.

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The new public facing site not only engages its users with a more modern look and feel, but also streamlines the content management and publishing process. Unlike the old home-grown site which involved a complex updating process, content authors can now easily create and publish new editorial content in a timely fashion, without any IT involvement. In addition, through the use of dynamic templates, this customer can now easily search and edit templates, as well as dynamically display different content to users based on their membership status throughout the member site.

The new member site now provides a variety of self-service capabilities to its users – account management, view/access explanation of benefits, claims, ID cards, and more. Members can also securely access PHI (Protected Health Information) and PII (Personally Identifiable Information) data, and easily communicate with customer service representatives through the in-portal mailbox. Furthermore, visitors and members can now easily find what they're looking for through integrated faceted search capabilities using Apache Solr.

RESULTS

The new public site has resulted in many business benefits. Beyond dramatically improving productivity through a streamlined content publishing process, the new site is also experiencing much better performance due to Liferay's flexible and scalable platform. This feature-rich site also supports Single-Sign-On, SOA integration to various services, along with document management. In addition, the member site has greatly enhanced the experience for its users by making information readily available.

ADDITIONAL ENHANCEMENTS – MEDICARE PORTAL

After seeing the success of their public website and member portal solutions on Liferay, our customer has since started additional projects to migrate other solutions to Liferay as part of a larger digital transformation initiative.

One of these projects is the Medicare Portal. With no major updates since its original deployment, our client needed a refreshed solution that could effectively meet its main business objectives of increased provider self-service excellence, increased operational efficiency, and business agility.

The new Medicare Portal consists of four sites to accommodate each user type – End User, Provider Admin, Vendor Admin, and Internal Admin. The End User site services Providers, Vendors, and Members, enabling a wide variety of self-service capabilities including checking eligibility, prior authorizations, claim status, appeals, financials, remittance advice, and much more.

The Provider and Vendor Admin sites allow providers and vendors to submit and manage claims, while the Internal Admin site allows our client to effectively manage, communicate with and support each site's users.

The new Medicare Portal provides a much-enhanced overall user experience through adoption of industry usability best practices and improved self-service capabilities. In addition, the new solution has helped dramatically improve operational efficiency and cost savings through increased automation and electronic communication, along with reduced call center volumes.

Furthermore, implementing the solution on an industry leading Digital Experience Platform like Liferay means increased solution reliability, performance and maintainability, while also providing the business agility necessary for future enhancements and technology transformation.