MHC

Optum Home & Community Streamlines Patient Communications and Speeds Time to Market

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As a leading provider of coordinated care to dual-eligible special needs plan (D-SNP) members across the U.S., Optum Home & Community offers health insurance plans and in-home care—supporting more than 12 million individuals and connecting over 10,000 healthcare professionals. Given the complexity of their operations, timely and accurate communications are crucial for coordinating care and ensuring compliance.

The Challenge:
A Disjointed System Hindering Efficiency

As Optum Home & Community expanded, managing communications for newly acquired providers became increasingly challenging. Their homegrown solution relied on multiple disconnected platforms, requiring manual intervention and introducing frequent errors.

As the organization continued acquiring more health plans, their legacy system became increasingly difficult to scale and maintain. Optum needed a solution capable of supporting their growing communication needs while ensuring compliance.

The Solution:
MHC NorthStar CCM Integration

Optum Home & Community turned to MHC NorthStar CCM to replace their disparate document generation systems with a unified solution for managing patient communications. The platform streamlined operations by consolidating document generation into a single, efficient system.

Using the new solution, Optum Home & Community implemented over 100 templates, covering everything from plan notices and approval/denial letters to provider-specific documents. Templates were easily adapted to meet the unique branding and formatting needs of various healthcare systems, such as BCBS and Humana.

Industry:
Healthcare /Insurance and In-Home Care

Size:
12 million members and 10K+ healthcare professionals

Location:
United States

Solution:
MHC NorthStar CCM

Use Case:
Patient communications and onboarding for health plans

Document Types:
Health plan notices, approval/denial letters, provider-specific communications

Scale:
100+ templates across multiple healthcare brands

A key feature was the automated approval workflow, which ensured all documents were reviewed and approved by the relevant provider before being sent. Additionally, the platform integrated the legal team early in the process to ensure compliance with regulations such as HIPAA, ensuring transparency and accountability.

Key Benefits and Results

The implementation of MHC NorthStar CCM provided several key benefits, transforming Optum Home & Community's operations:

- **Faster Time to Market:** The streamlined system allowed Optum Home & Community to roll out plans and communications more quickly, improving responsiveness to patient care needs and regulatory changes.

- **Accelerated Revenue Cycle:** With faster and more accurate document generation, the organization reduced delays in patient statements and communications, speeding up reimbursements and reducing the time between service delivery and payment.

- **Enhanced Scalability:** The platform easily accommodated an increased volume of communications, providing flexibility to meet new use cases as the organization continued to grow.

- **Cost Savings:** Consolidating document generation into a single platform reduced in-house development time and eliminated the need for multiple systems. Automation also freed staff from manual tasks, allowing them to focus on more strategic initiatives.

- **Improved Accuracy and Compliance:** Automation reduced manual intervention, minimizing errors and enhancing overall data accuracy. The platform also enabled the legal department to be looped into the approval process early on, ensuring all communications met regulatory requirements. The audit trail provided transparency and accountability, further strengthening compliance.

- **Simplified Document Formatting:** The organization could quickly adapt communications to meet the formatting needs of different healthcare systems, ensuring documents were accurate and professionally presented.

Conclusion:
A Win-Win Scenario for All Stakeholders

Integrating MHC NorthStar CCM streamlined Optum Home & Community's patient communications by consolidating document generation into a single platform. This approach reduced inefficiencies, cut costs, and provided scalability to support new plans and providers. The solution enabled providers to quickly approve documents, ensuring timely communication with patients, who benefited from faster care and avoided unnecessary hospital visits. Ultimately, this created a win-win scenario where all stakeholders enjoyed a more efficient, reliable, and compliant communication process.

Take the Next Step Toward Smarter Healthcare Communications

Ready to streamline your patient communications, reduce operational costs, and accelerate time to market?

Contact us today to schedule a personalized demo of MHC NorthStar CCM
Discover how our platform can scale with your organization and enhance both provider and patient experiences.

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