

Client: University Physicians Healthcare (UPH)

Project Overview

University Physicians Healthcare (UPH) is a non-profit corporation founded in 1985 as the medical practice of the physicians of The University of Arizona College of Medicine. With over 350 physicians, 260 nurses and 1250 staff, UPH is the largest physicians group in Tucson, Arizona. UPH joined hands with Speridian in February 2009 to implement a CRM system to support and simplify their business processes.

Problem

University Physicians Healthcare (UPH) is currently in the process of implementing an enterprise customer relationship management (CRM) system to support Member & Provider Services, Claims Processing and Grievances & Appeals management functions.

They key objectives of the CRM Implementation project are:

- ◆ To assist UPH improve overall customer service for their members and providers
- ◆ To automate interdepartmental task routing
- ◆ To simplify UPH business processes and enhance performance

Proposed Solution

Implement Oracle's Siebel 8.1 CRM solution that enables Member & Claims Customer Service, Claims Processing, Grievance & Appeals processes. The implemented solution includes data migration from legacy system IDX into CRM for improved service and faster performance. The other integrations include Avidity Claims Imaging, RightFax and MS Outlook.

Services

Configuration of Siebel 8.1, which enables UPH to conduct day-to-day operations of Member & Claims Customer Services, Process Claims, Grievances and Appeals. The solution also built interfaces which import Member, Provider & Claims information from the Oracle Data Warehouse and a variety of other databases. Integration with RightFax was also performed as part of the solution.

Technologies

Siebel 8.1, MS SQL Server

Challenges

Bringing all the teams together to collect and validate requirements on a timely fashion was a challenge due to the heavy workload of our UPH associates. With the help of UPH senior management and the UPH Program Manager, we were able to conduct meetings ahead of schedule and block UPH associates time to allow them to perform the critical requirements gathering and system validation tasks. Incorporating near real time data from other systems to the CRM system was also challenging, due to the technical complexity. We conducted several joint design sessions with the UPH technical team and other stakeholder groups within UPH, in order to deliver a design which best met their requirements.

Results

The system enabled UPH associates to increase productivity, provided a 360° view of the customers and consolidated the vast amounts of data to be available through one CRM system for handling customer queries.

Quotes

"I have been impressed with the effort Speridian has made to understand our business, and the solutions they have worked closely with us to build based on that understanding."

Kathy Steiner, Health Plans Information Systems Development Manager, University Physicians Healthcare (UPH)