



CASE STUDY:

Plum IVR Solutions for Healthcare Management

CMS is a leading provider of managed care services to insurance companies and state Medicare and Medicaid programs, including managed care programs for the States of Wisconsin, Georgia, Colorado, etc. CMS handles case management for millions of claims monthly. For each of these claims CMS relies on Plum Voice to improve the efficiency of claims processing, and to supply information for individuals and healthcare providers in an automated manner.

Requirements

An IVR system and transcription-management solution was needed with the following requirements:

- Robust recording and archiving of case management information
- Expandability and flexibility
- Integration with Sybase and SQL 2000 databases
- Integration with NEC PBX
- HIPAA-compliance

Solution Implementation

Plum met CMS needs by providing a turnkey Plum VoiceXML 2.3 IVR system, integrated with pre-existing CMS information technology and telecommunications systems. Solutions components included Intel Dialogic JCT-series telephony cards, Compaq DL 380 server hardware, the Plum VoiceXML 2.3 IVR platform suite, and a VoiceXML application suite customized specifically for CMS' needs.

The Plum professional services team worked closely with CMS operations and IT personnel to understand the optimal use for IVR in the CMS case management process. A custom build and implementation followed a 4-phase process:

- Specification and documentation
- Prototype development
- Production deployment
- Quality assurance

A key requirement for the IVR centered on handling the interaction with healthcare providers as they engaged in case reporting. CMS had been providing live service representatives to listen to and process information about each case incident. The expense was considerable, and the inefficiency was obvious: much of the dialog with healthcare providers could be automated. Plum worked with CMS to test a variety of use-case scenarios during the prototype development stage. Plum provided user-interface expertise that shortened the average dialog length from 10 minutes to 4 minutes.

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A portion of information collected during the calls was delivered directly to the CMS databases. But a significant portion of information was non-structured data: names and case descriptions in particular. The Plum Voice provided excellent recording and audio file management capability. All recorded information was stored locally on the Plum Voice platform and made accessible to the CMS database processing and transcription team through a secure, browser-based interface. The complete solution included processing of recorded audio through a Plum transcription-management interface. The prototype phase enabled the CMS team to optimize the workflow management provided by this interface. And the transcription-team was able to optimize use of foot pedal control over playback of the recorded audio files.

The final deployment was installed in CMS Florida headquarters. The CMS telephony system primarily consists of a digital NEC PBX. Connectivity setup was managed by the Plum team in close cooperation with CMS telephony managers. Should CMS face a telecom outage, a full back-up system has been setup at the Plum hosting center.

On-going Advantages

One system, many applications - CMS continues to expand the number of insurance companies and government agencies for which it supplies call center services. As each new customer is brought onboard, CMS is able to turn to Plum to implement a customized version of the IVR application required. For each new customer, CMS is able to re-use the VoiceXML application suite supplied by Plum with the initial implementation. Most frequently the only changes that are required are minor changes in call flow or in the audio prompts played. Making these changes is analogous to making changes on a web page: VoiceXML application tags are easy to understand and easy to modify.

Accessibility from any workstation - A variety of personnel at CMS require access to the Plum Voice gateway . Controlled access is available from any workstation in the CMS facility through a browser-based interface. The data processing team is able to access information recorded by the system, most especially the audio files recording aural case descriptions. Both remote and onsite administrators are able to access reports, modify call routing, and manage application enhancements from their workstations.

Efficient transcription interface - Each CMS transcriptionist is afforded audio file access through a browser interface. Playback of audio files can be paused or slowed via foot pedal control. Each audio file can be recorded.

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