



MÉDIA ZP

www.mediapz.cz/komunikace-se-zpm

In partnership with

Yale Medical Consulting
www.yalemc.cz

AMOS Software

www.amsoft.cz/english

ATBON

www.atbon.cz

Industry

Insurance

Challenges

- Quickly deploying automated systems to improve insurance transaction processing
- Making it easier for customers to apply for insurance coverage
- Accelerating services to customers, hospitals, and healthcare providers

Solution

- Customer interaction solutions
 - Automated insurance processing
- MÉDIA ZP is using Adobe LiveCycle ES solutions to streamline the insurance application process and to accelerate the routing, processing, and managing of medical and insurance information from customers and healthcare payors.

Results

- Provided competitive advantage with enhanced services
- Enabled customers to quickly apply for insurance coverage online
- Shortened insurance enrollment acceptance from weeks to a few days
- Automated routing of applications for accelerated processing and approval
- Streamlined review and approval of insurance claims for faster payment to healthcare providers
- Securely stored digital records to comply with government regulations

MÉDIA ZP

Czech insurance company simplifies insurance enrollment and claims processing with Adobe® LiveCycle® ES solutions

Setting a new standard of care

With ten well-established competitors, MÉDIA ZP knew that being the newest entry into the Czech private healthcare market would require smart planning and superior service to make its launch successful.

Yale Medical Consulting Company was responsible for the overall design, structure, and implementation of the new private healthcare organization right from the concept stage through to it being established as a company. A key part of this process was the information systems design, including the components and their architecture. The overall goal was to design an organization that works quickly and efficiently, supported by leading-edge information technology.

In the planning stages, MÉDIA ZP leaders identified key areas they believed would provide competitive advantages. Private healthcare providers have traditionally relied on paper-based processes for many of their everyday transactions, resulting in lengthy enrollment processes, delayed payments, and high administrative costs.

While most of MÉDIA ZP's competitors had yet to adopt business process automation, the company wanted to enter the market as a leader in lean, efficient, customer-centric operations. MÉDIA ZP partnered with Yale Medical Consulting and adopted Adobe LiveCycle ES solutions to automate its internal business processes and external communications for streamlined operations.

"We needed a comprehensive solution that would get us up and running quickly, while providing the flexibility to easily adapt processes according to our business needs," says Jaroslav Pavlicek, Adobe LiveCycle consultant at MÉDIA ZP. "Adobe LiveCycle ES solutions were the ideal choice."

Quick, efficient online enrollment

As a new player in the healthcare market, MÉDIA ZP wanted to make it as easy as possible for people seeking private health coverage to enroll. With a simple, secure, digital enrollment process, MÉDIA ZP would also stand out from competitors.

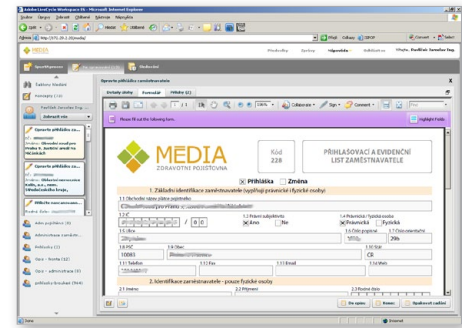
Leveraging Adobe LiveCycle ES solutions—including LiveCycle Forms ES, LiveCycle PDF Generator ES, and LiveCycle Digital Signatures ES—MÉDIA ZP created an online application system that enables individuals to apply for insurance coverage in a fraction of the time compared to traditional paper-based processes.

Unlike the application processes at the other private healthcare providers, which require extensive back-and-forth exchange of paper documents between a customer and the healthcare provider, the MÉDIA ZP system built on Adobe LiveCycle ES modules allows customers to digitally download, complete, and submit insurance enrollment applications instantly and securely.

"Applying for insurance coverage has typically involved filling out numerous forms by hand and waiting for weeks to have them processed," says Pavel Voral, CIO, MÉDIA ZP. "With Adobe LiveCycle ES, we can automate insurance benefits enrollment forms completion, delivery and processing, greatly reducing the time needed to collect and process customer requests."

When new customers visit the MÉDIA ZP website, they can select and complete a registration form. Based on the customer's selection, the system leverages Adobe LiveCycle Forms ES to pull appropriate information from back-end databases to generate application forms that are presented to customers as Portable Document Format (PDF) files that can be saved and completed using free Adobe Reader® software.

Based on Adobe LiveCycle ES, MÉDIA ZP's online application system enables individuals to apply for insurance coverage in a fraction of the time required using traditional paper-based processes. The system pulls appropriate information from back-end databases to generate application forms and built-in intelligence guides applicants through the process of completing forms. Customers can also electronically sign the applications using digital signature capabilities on the forms.



“Responsiveness to applicants and healthcare providers is key to our ability to compete and stand out in the market. With Adobe LiveCycle ES, we can approve new enrollments, pay claims, and store sensitive information faster, more efficiently, and more cost-effectively.”

Pavel Voral
CIO, MÉDIA ZP

Systems at a glance

- Adobe LiveCycle ES. Modules used include:
 - Adobe LiveCycle Forms ES
 - Adobe LiveCycle Reader Extensions ES
 - Adobe LiveCycle PDF Generator ES
 - Adobe LiveCycle Digital Signatures ES
 - Adobe LiveCycle Content Services ES
 - Adobe LiveCycle Output ES
 - Adobe LiveCycle Process Management ES

For more information
www.adobe.com/products/livecycle/

Using Form Guides capabilities in LiveCycle ES, MÉDIA ZP can provide customers with more dynamic, easy-to-use forms that include built-in intelligence to quickly guide applicants through the process of completing forms. Once applications are complete, customers can use the digital signature capabilities on the forms, enabled by LiveCycle Digital Signatures ES, to electronically sign and acknowledge their enrollment in the plan. Completed enrollment forms can be submitted via e-mail, directly from the website for instant, secure processing, or printed with a 2D barcode and delivered back to MÉDIA ZP by mail.

Simplifying complex processes with automation

While accelerating the application process for new customers is a priority, streamlining the processing and management of insurance data is paramount. With the volume of business communications MÉDIA ZP receives from applicants and healthcare providers, managing data can be daunting.

Traditional paper-based insurance processes require costly administration and can expose sensitive data to unauthorized access. Also problematic, gathering and compiling transaction data can be a lengthy process—often taking several weeks—that can delay acceptance of an application, payment on claims, or other critical transactions.

With Adobe LiveCycle ES solutions, MÉDIA ZP can efficiently transmit, process, and store data related to insurance claims, applications, and other activities. Using LiveCycle Process Management ES, incoming information—from both applicants and medical care providers—is seamlessly routed to the appropriate teams to ensure timely review and approval of all materials.

As insurance documents are processed, all materials related to each transaction can be managed efficiently in LiveCycle Content Services ES, helping to streamline reviews and ensure that materials integrate seamlessly with required business processes.

Once documents are completed and processed, MÉDIA ZP uses Adobe LiveCycle Output ES to create final insurance materials in PDF that can be delivered back to customers or healthcare providers or archived. “By automating our processes, we can review and approve applications in just a few days rather than several weeks, and essential account transactions can be executed faster,” explains Voral. In addition, audit-ready electronic transaction documentation is securely stored to meet government regulations.

Gaining a competitive edge

By automating its processes, MÉDIA ZP is more responsive to applicants, employers, and healthcare providers. The efficient, secure digital processes make it easier for applicants and employers to enroll in insurance plans and to process payments to healthcare providers in a timely manner. Moreover, automated electronic processes help MÉDIA ZP drive down the costs of providing insurance services and boost its bottom line.

“Responsiveness to applicants and healthcare providers is key to our ability to compete and stand out in the market,” says Voral. “With Adobe LiveCycle ES, we can approve new enrollments, pay claims, and store sensitive information faster, more efficiently, and more cost-effectively. It’s a definite competitive advantage.”



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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