



Case Study

A large health insurance company requires qualified project manager to lead extensive web portal update under short deadline

Client:
A Large Health Insurance
Company

Industry:
Financial Services

Service Offering:
Staffing Services
- Applications Staffing Services



The Situation: A large health insurance company was preparing to launch its redesigned external member portal that included enhanced features for its 3.3 million mid-atlantic members. The client's updated web site offers enhanced access to healthcare benefits, claim information, and enrollment options, and was designed to quickly deliver answers to consumers' queries. The client provides comprehensive health and benefit coverage to its members, and aims to increase the affordability and quality of healthcare throughout its market areas. More than six national excellence awards have been given to the client recognizing efforts in customer service, financial strength, and membership growth.

The Challenge: The functions of the updated web portal were extensive and included information on member eligibility, summary of benefits, claims status, and out-of-pocket costs for members and their dependents. The portal also offered online, self-service benefits registration. Two weeks after the project began, the client decided to add additional features to the site for dental claims status, drug claims status, and coordination of benefits, as well as automated customer service email coordination. Deadlines were extremely aggressive and expectations were high, as consumer use of the new portal was expected to save the client hundreds of thousands of dollars in online summary of benefits and reduced calls into the customer service hotline.

The new application had to be compatible with the client's larger, enterprise-wide identity management implementation. This identity management implementation addressed HIPAA guidelines to assign secure Unique Individual Identifiers (UIDs) to patients instead of using social security numbers as classification. The online member registration, member self-services, and member information services had to recognize the new UIDs, as well as account for any existing legacy IDs that were in the process of being changed over. The client needed a project manager who could efficiently handle and advance a project of this magnitude.

The Response: TEKsystems®, a premier provider of technology staffing and services, competed against 30 vendors for this engagement, and it was awarded the opportunity to render technical services based upon its ability to deliver a qualified project manager that met the client's unique



skill requirements. The client did not have anyone on staff that was familiar with the methodologies that were necessary to successfully complete this project. TEKsystems' project manager had a solid background in the relevant methodologies and processes, business requirements, and application development. He also possessed in-depth experience in delivering the web-based applications that would need to integrate into many of the client's existing company-wide initiatives. TEKsystems' project manager took over the 12-month engagement when it was behind schedule and led the client's internal team of 10 resources, including architects, developers, business analysts, security specialists, and QA testers, to effectively complete the project on time and on budget.

The Result: TEKsystems' project manager effectively supervised the project through its successful completion of the required deliverables. This project was implemented using a 30-day, iterative deployment framework, and was delivered on time and on budget. The web portal surpassed its first year cost benefit analysis projection roughly six months earlier than expected, and with more than 100,000 members registered online, has recouped approximately 25 percent of its implementation costs. The added features for dental claims status, drug claims status, and coordination of benefits saves the client almost four dollars per transaction in postage alone. The bill-payment feature allows online payment for member's insurance premiums each month, and the client has collected payments totaling \$8.5 million dollars.

The Technology: The client's external web portal was built upon a J2EE™ architecture with ties into the mainframe legacy systems, Oracle® and DB2® databases, and EDI-based transaction systems.