

HealthPlus Continues A Tradition of #1 Rated Customer Service.

About The Customer

HealthPlus of Michigan is a health insurance HMO known for its top rated customer service, and has been a leader in the managed-care arena for more than 25 years. Operating primarily in mid-Michigan, HealthPlus covers approximately 185,000 lives every year. They cover a large Medicaid population, as well as many commercial industry employees in and around the Flint and Saginaw Michigan vicinity.

Over the years, HealthPlus has earned the reputation as providing excellent benefits and responsive service. According to the results of a national health plan member survey HealthPlus has been placed on the "Top 10 Accredited Organizations in Member Satisfaction Measures" list for the second consecutive year. Exceptional customer service is what keeps their members satisfied, and allows them to consistently grow their membership base.

Constantly Looking For Ways To Improve

When your company is known for excellent customer service amongst its members, it can be difficult to find more ways to improve on top-rated service offering, however, HealthPlus knew there were still more ways in which they could improve on the responsiveness to their members and participating physicians, while saving money for the company at the same time. They had already implemented scanning into their process for handling claims. This saved claims processors a lot of time, however, it was evident that even more time and effort could be saved by utilizing the increasingly popular technology of forms processing. Raw Data, Inc. helped HealthPlus implement AnyDoc's OCR For AnyDoc. The integration of this application with the existing scanning system allowed claims to be processed immediately into their claims processing software. It eliminated the step of manually entering the required data into the system.

Visible Savings

Project Manager, Terry Blalok, of the Information Systems group noticed immediate results after the implementation of OCR For AnyDoc. Working with Raw Data, Inc. proved to be extremely beneficial. "Raw Data helped us to make changes in the setup of our forms so that more data was recognized." The result was an immediate increase in the number of claims that HealthPlus was able to scan. HealthPlus saw 38% of all forms scanned in 2002. In 2004, they are scanning an impressive 82% of all claims forms. OCR For AnyDoc gave HealthPlus the ability to scan more claims and do it quickly.

Raw Data, Inc. Professional Services

Raw Data, Inc. did more than sell a solution to HealthPlus. They worked with Mr. Blalok and his staff to guarantee the success of their chosen solution by helping to improve their existing environment. Mr. Blalok notes, "We worked with Raw Data just over a year. In that time, they saw to it that our current software that generates the claim number was upgraded. We also installed more verification stations." When commenting on the Raw Data, Inc. staff and their commitment to exceptional customer service, Mr. Blalok stated, "Mr. De'Juan was very professional and easy to work with. He is very knowledgeable in what he does, and his staff was always quick to respond to any issues." Mr. Blalok and his staff at HealthPlus are very pleased with the solution, as well as the service, they received from Raw Data, Inc. "We have found a lot of value in what we purchased from them." 