

case study

integrated consumerism solutions



* Leading BPO Outsourcing Firm Turns to Integrated Health Management to Lower Employee Health Care Costs

Client:

SOURCECORP

Industry:

Business Process Outsourcing

Highlights:

One of America's fastest growing public companies and leading BPO provider

SHPS Solutions:

- Enrollment & Eligibility
- Call Center Support
- Billing Administration
- FSA/COBRA Administration
- Benefit Communications & Fulfillment
- Absence Management
- Disease Management

Opportunity:

SOURCECORP, Incorporated provides business process outsourcing solutions and specialized high value consulting services to clients throughout the United States. They leverage deep horizontal process knowledge into information-intensive industries, including commercial, financial, government, healthcare and legal. Headquartered in Dallas, SOURCECORP serves clients throughout the United States through a network of locations in the U.S., Mexico and India. The company has been cited among the Top 100 Hot Growth Companies by Business Week magazine and has been recognized twice by Forbes magazine as one of the 200 Best Small Companies, based on return equity, sales growth and EPS growth. Likewise, Fortune magazine recognized SOURCECORP as one of America's Fastest Growing Public Companies in 1999. SOURCECORP is clearly a company with tremendous shareholder and employee value.

In the BPO and professional consulting industry, people (i.e., employees) provide the most important source of competitive advantage for an organization. Therefore, attracting and retaining a high-quality, cost-competitive workforce is critical to long-term success for SOURCECORP. And like most companies today, one of the chief challenges for SOURCECORP is managing total health care and benefits costs. In 2003, SOURCECORP senior management mandated a benefits-related strategy that included the following directive:

- Manage health care expenses to single digit growth rate.

Seeking a true end-to-end solution from a single provider with lone accountability to meet the challenge presented by senior management, SOURCECORP contracted with one vendor who provided enrollment, call center, COBRA, FSA, and direct bill administration. Unfortunately, what they received was a provider selling individual point solutions – instead of a provider that could integrate all services into a single point solution.



Solution:

After its failed effort with the previous vendor, SOURCECORP revisited the RFP process in 2004 and selected SHPS (who had not been considered the previous year) to create true integrated health management (IHM) capabilities. The suite of services that comprise the SOURCECORP IHM solution includes enrollment & eligibility, call center support, billing administration, FSA/COBRA administration, benefit communications & fulfillment, absence management and disease management.

SHPS' ability to coordinate critical benefits for SOURCECORP on a single, shared platform is the foundation of IHM. By linking the care management component (disease & absence management) to the benefit administration component, SHPS is laying the foundation to identify and intervene at a health event quicker than non-IHM service providers can offer. Instead of reacting to a claim transaction 30-60 days after the event which prompted the claim, IHM relies on:

- Identifying major life events that indicate stress points or possible medical issues with the employee;
- Aligning the employee with a nurse coach who can proactively intervene to provide resources or tools in order to make timely and appropriate, care-based health care decisions.

Benefit:

Utilizing SHPS' IHM capability means SOURCECORP can coordinate their critical health care solutions on a single, shared technology platform designed to address health events proactively. By managing the claims process proactively as opposed to processing claims after-the-fact, SOURCECORP has a greater chance to eliminate "shock" claims, reduce the total number of claims through improved health outcomes and affect both short- and long-term health care costs to a more favorable trend: higher employee productivity and lower total health and benefits costs. "The only way to affect the bigger health expense is to get to the medical event quicker," said Ron Smith, SOURCECORP director of benefits and shared services. "Reacting to the claim transaction is too little too late in terms of real cost saving opportunities, so IHM provides both short- and long-term benefits. "By connecting all the participants in the health care process – employers, employees, consumers, providers and health plans – into a single comprehensive system, companies like SOURCECORP can analyze their health and financial data from an integrated perspective and make spending decisions based on actual outcomes; decisions that can yield real bottom-line savings and drive employees to optimal health care utilization.

