

ARTICLE

EMPOWERING A REMOTE WORKFORCE: NORIDIAN'S RESPONSE TO A “NEW NORMAL”

Creating adaptability through
digital transformation

Hyland



In 2020, change hit the business world hard and fast. By far, one of the biggest adjustments most organizations faced was moving from an in-person to a remote workforce. Adjusting processes, providing necessary hardware and finding the right technology to support a coordinated, remote business became an immediate focus.

Organizations like Noridian Healthcare Solutions created the blueprint for building an infrastructure that was prepared to adapt to the “new normal” by being early adopters of a commitment to digital transformation. Noridian’s ability to be agile to change is key to its success in administering federal and state government programs for Medicare and Medicaid.

NORIDIAN’S DIGITAL MOVEMENT

In 2002, working with authorized Hyland solution provider DataBank, Noridian began work on moving away from its manual and paper-based processes.

“Our organization is spread out in locations across the United States and we found we were spending too much money shipping documents from location to location,” said Todd Knain, CIO at Noridian. “We wanted a solution that could manage our documents electronically and provide flexible and automated workflows.”

DataBank helped Noridian deploy Hyland’s enterprise information platform, OnBase, to do just that. Over the years, the close relationship and Noridian’s commitment to digital transformation empowered them to expand their OnBase solution into an enterprise-wide platform that drove improvements in every department. By cutting out paper, automating tedious manual processes and increasing information access — via a centralized, electronic and cloud-accessible database — Noridian lowered costs and increased efficiency in every department.

“Our early relationship really allows us to understand how Noridian works and empowers our organizations to work well together and create timely and agile solutions to meet new challenges,” said Matt Charlson, CEO of DataBank.

A “NEW NORMAL” HITS

“Like everyone else in the United States, we faced the reality of transitioning to a completely remote workforce in March of 2020,” Knain said. “Because of our digital transformation efforts over the last several years, about 48 percent of our workforce was already working remotely.”

Thanks to the company’s existing online, digital work environment, Noridian was able to transition their remaining 900 employees to work from home in just three days. Knain credits his organization’s success to three key components of Noridian’s OnBase solution:

- 1 Ability to track and reassign work:** Noridian knew its staff wasn’t home alone; the company was cognizant of the fact that their employees’ families had been sent home as well. This created a unique situation where employees had to serve as full-time caretakers and full-time employees concurrently. Noridian’s OnBase solution allows them to adjust work assignments on the fly as their staff’s situations changed – keeping crucial work in motion.
- 2 Tools to run reports and monitor workload balance:** OnBase also provides Noridian with the tools it needs to monitor work processes and staff workload at-a-glance. This empowers Noridian to get out ahead of any potential roadblocks. These tools tie in directly with the business agility necessary for families working from home.
- 3 Immediate, remote access to workflows:** Secure, online access to process workflows was a huge piece of the smooth transition to a remote workforce. OnBase provides Noridian access to all front-end mail and electronic submissions, giving staff complete access to processes from beginning to end. This became particularly important when the time came to provide billions in advanced payments to healthcare providers so they could stay afloat during the pandemic. Using OnBase, Noridian accomplished this in only two weeks.

ENSURING YOUR ORGANIZATION IS ON-TRACK FOR DIGITAL PREPAREDNESS

Noridian’s commitment to digital transformation, combined with their DataBank partnership, provided excellent outcomes for the organization during a challenging time. It also gave them the time – and luxury – of figuring out what worked and how to approach new challenges in advance of the current global situation. According to Knain, this provided Noridian with a blueprint of best practices on digital transformation and empowering a remote workforce:

The earlier you commit to new technology, the better: “You do not want to wait to modernize your processes or the technology that drives them. If you do, the work debt only accumulates, so once you finally do commit, the amount of work and resources you have to commit can become extremely daunting,” said Knain.

Get user buy-in early: “It is of the utmost importance to get users to buy in to new technology early,” Charlson explained. “That way, when it becomes vital to business continuity, they are already used to it and there are minimal challenges.”



Commit to regular process reviews with your technology team: “Checking in with users and the team that deploys and runs your solutions is huge,” said Knain. “Being in constant communication means you can make adjustments as needed, and keeps small problems from becoming big ones.”

Make user experience a priority: Knain stressed in particular how important the user experience is for any new and evolving technology: “Your staff will be the ones living in your technology investments every day. Making sure they are comfortable using it and that you remove any roadblocks helps ensure that investment succeeds.”

Start small when building and leverage incremental improvements: Through years of experience, the team at Noridian has learned that targeting specific areas and growing a solution incrementally is the secret to success.

“We learned the hard way when we took on a big project thinking we would use a solution one way, only to deploy it and find out we actually needed to use it another way entirely,” Knain explained. “Focusing your digital transformation efforts and expanding them gradually provides your organization with the time to visualize what it needs to succeed.”

Focus on employee engagement to avoid work disruption: “If you are working from home and are not used to it, you learn quickly how disruptive it can be,” said Knain. The Noridian CIO explained how you should actually make engagement a part of your processes and technology. “Encourage your employees to provide feedback on the process. You can also leverage your solutions to see who your top performers are. If you see someone showing high productivity, recognize it.”

Noridian’s commitment to digital transformation prepared them for an unexpected year. Even though they never planned for a sudden shift into a completely remote workforce, their strategy created an environment that enabled them to adapt quickly. That is the power of digital transformation.

Learn more at Hyland.com/Noridian-Healthcare-Solutions

