

WHY PAYERS ARE MOVING FROM LEGACY ECM TO MODERN CONTENT SERVICES

Forging a future-proof infrastructure for resiliency, agility and efficiency



Hyland™

Introduction

Even after spending years working with various content and document management systems, many healthcare payers still face the same challenges: finding and managing the information they need in a way that is efficient and scalable. As systems and content types proliferate, the problem intensifies. Today's payers may find themselves at a fork in the road, deciding which path will help them succeed in a highly competitive market.

Should they stay on with their existing system? If not, where should they go next ... and what should they look for?

- Why it matters
- Connect silos with content services
- Future-proof with cloud
- Automate intelligently
- Level up with low code
- Success stories
- Next steps

Why it pays to break free from legacy content systems

To succeed in a highly competitive market, healthcare payers must be fast, efficient, and deliver a positive experience for members and providers. To do this, they need technology that can help them respond to change, manage costs, be agile, and guard against security threats and compliance risks.

Payers use powerful core systems to manage their daily work, yet, those core systems are often limited in dealing with unstructured content like digital documents, images and forms.

For years, payers bridged that gap with document management software, enterprise content management systems and other solutions. As time went by, it became increasingly clear that these systems would no longer support the demands of today's payer.

Payers need a modern content system that is up to the task.



Why it pays to break free from legacy systems

SUPPORT AN ANYWHERE, ANYTIME WORKFORCE

In today's environment where many employees work from home, payers must still keep business processes running smoothly and efficiently. Staff need to access and have the ability to share important documents and information regardless of location.

This is a significant challenge for payers, as they work with protected health information *and* confidential financial information. Systems that trap content on-premises or require multiple steps and workarounds to access and share content are not sustainable options for an efficient, secure future.

DRIVE EFFICIENCY IN UTILIZATION MANAGEMENT

To improve care and outcomes, utilization teams must have access to the most complete view of their members. They must also find ways to manage an overwhelming and always-increasing avalanche of information and correspondence.

Legacy content tools impede the ability to provide a 360 degree member view or block solutions that can bolster efficiency — like omni-channel communications automation. Without a content solution capable of supporting these goals, member and employee experience will suffer.

IMPROVE MEMBER EXPERIENCE AND ROI IN CARE MANAGEMENT

Care management programs offer an opportunity to provide a healthier experience for members, but many payers have yet to see ROI on these initiatives.

The right technology can help care management teams boost their efficiency. With access to important documentation when and where they need it, and by automating routine content-based tasks — for example, prioritizing and routing cases and prepopulating documentation — care teams can work faster and make better decisions based on data.

How to move forward

In the dynamic, document-intensive business of the healthcare payer, a modern approach to content management is critical. Disconnected content systems trap data in silos and stand in the way of integrating unstructured content. In the dynamic, document-intensive business of the healthcare payer, a modern approach to content management is critical. Disconnected content systems trap data in silos and stand in the way of integrating unstructured content.

In a survey conducted by HIMSS, fewer than 3 in 10 payers find it easy to access unstructured content or documents while viewing the member record and nearly 1 in 4 payers say it is difficult or takes more than a day to access unstructured content or documents.

Moving from and legacy systems to a modern content services platform has benefits that touch nearly every payer priority — from improving member services, to reducing friction with providers, to increasing efficiency and managing costs.

Modern content services provide the foundation to centralize content while providing access to it from systems that payers use every day. It's the platform that payers need to streamline and automate processes so that they can increase efficiency, manage costs, pivot as needed to increase transaction volume or add new members, and gain the organizational agility and resiliency that we now regard as basic survival skills.

Content services evolved from enterprise content management (ECM). With technological advances came better approaches for users and collaborators to work with content, to gain easy, flexible and secured access to more content types than ever before — without leaving the systems they use every day. Modern content services are designed to scale and remain effective even as the variety, velocity and volume of content continues to explode.

Connect legacy silos with content services

Today's content services platforms make content available from within core business systems so staff no longer need to switch systems or manually search for relevant information. This capability alone has a dramatic impact on efficiency, and can easily slash the time it takes to complete a process by half or more.

Content services help create the foundation that payers need to support a geographically dispersed workforce. Other benefits include improvements in efficiency, accuracy and operational performance, and reduced risk. Content services can also help organizations:

GAIN A MORE COMPLETE VIEW OF MEMBERS

The ability to access all member content provides a more complete view of members that allows staff to serve them more efficiently and effectively. For example, utilization management teams with access to all member related information can make better decisions, faster.

AUTOMATE HIGHLY COMPLEX AND DOCUMENT-INTENSIVE PROCESSES

Content services is the foundation for automating any document-centric processes, from payer-specific tasks like medical claims processing or appeals and grievances to document-centric, administrative processes like accounts payable and employee file management.

PIVOT WHEN NEEDED

Cloud-based content services provide a distributed workforce with secure access to the most current version of any document from any place, any time, with the built-in disaster recovery that payers need to increase resiliency and respond to unexpected changes.

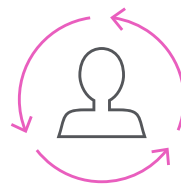


How content services benefits payers



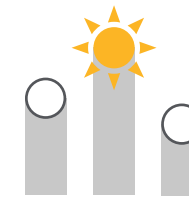
GAIN EFFICIENCY AND GEOGRAPHIC AGILITY

- Eliminate manual steps and paper-based processes
- Enable secure work-from-anywhere
- Access content from within core systems (core administrative processing systems, ERP, HRIS)



IMPROVE PROVIDER AND MEMBER RELATIONS

- Get a 360-degree view of member information
- Easily create personalized communications at scale
- Exponentially reduce response times



DELIVER BETTER, STRONGER SOLUTIONS FASTER

- Gain flexibility and resiliency with cloud content services
- Transform processes with intelligent automation
- Roll out new solutions rapidly with low-code development

Future-proof the organization with content in the cloud

Enterprise content management is on a fast track to the cloud. Payers — like many organizations — recognize that legacy, departmental systems are standing in the way of achieving cloud benefits.

The case for content in the cloud includes better preparation for times of disruption: Increased agility, resiliency and disaster recovery.

A cloud content services platform removes the resource drain of provisioning, maintaining and scaling on-site data centers. It also shifts the responsibility of ensuring application performance to teams of dedicated experts.

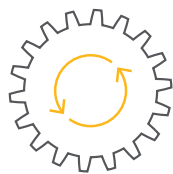
Cloud content services platforms let business users take full advantage of cloud-based workflow solutions. Documents can be routed faster, workflows aren't blocked by siloed systems, and business users can use data to inform their decisions and improve the overall performance of the organization.

Moving content services to the cloud can improve end user productivity by at least 50 percent and the speed of delivering new apps by 75 percent — while providing proactive disaster recovery.ⁱⁱ

Why do most business leaders say they're looking to the cloud? In a survey conducted by IDC, 57 percent of respondents cited "effectiveness of the business" as the top reason to adopt a cloud content management application.ⁱⁱⁱ



What the cloud can do for payers



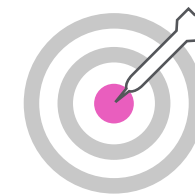
KEEP UP TO DATE AND STREAMLINE COMPLIANCE

- Stay current on hardware and software
- Ensure automatic updates, patches and fixes
- Inherit comprehensive compliance controls



DISASTER RECOVERY AND RESILIENCY

- Be prepared for the next stress test
- Strengthen resiliency
- Decrease the risks of disruption and data loss



FOCUS ON YOUR CORE WORK

- Offload the provisioning, maintenance and configuring of hardware and software to a team of experts
- Free up on-premises data center space
- Increase budget predictability with SaaS

Intelligent automation: Improve everyone's experience

Intelligent automation has become a critical capability to help payers survive a dynamic marketplace with increasingly stringent compliance demands, exponential content growth and high expectations from members, providers and employees.

Intelligent automation technologies include intelligent capture, business process automation and robotic process automation. Organizations can incorporate AI, including machine learning and content analytics, to enable “intelligence” that can take on complex tasks with minimal or no human intervention.

For example, as claims enter the appeals and grievances process, intelligent automation can extract information from them, classify them, route them to the claims manager with the right area of expertise, and automate communications.

Because payers process massive volumes of information within highly complex processes, the gains are enormous — for payers, providers and members. All are affected by the speed and efficiency of these processes.

Automating processes can also dramatically reduce operational costs. McKinsey estimates that process automation at scale and next-generation digital tools could enable many payers to “reduce operational costs by up to 30 percent within five years.”^{iv}



What intelligent automation can do for payers



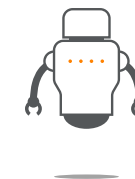
AUTOMATE TRANSACTION-INTENSIVE PROCESSES

- Expedite case distribution and prioritization
- Increase process visibility across the organization
- Dramatically increase response time



FACILITATE AUTO-ADJUDICATION

- Faster medical claims processing
- Automate payer claim validation for paper claims
- Expedite appeals and grievances



GET A MASSIVE EFFICIENCY BOOST WITH RPA

- Offload high-volume, repetitive transactions to bots
- Improve staff morale and reduce churn: Happier staff equals happier providers and members
- Scale easily and grow without adding resources

Deliver more with less: low-code development

Low-code software is getting well-deserved hype. With minimal training, non-programmers can quickly come up to speed and create new custom applications and solutions with fast turnaround to better serve members and drive workflow efficiency.

A Frost & Sullivan survey of IT leaders concluded that “Organizations expect to see the greatest benefit when low-code development capabilities are built into a content management process automation platform.”^v

Organizations using low-code development gain a significant speed advantage. The same survey reported that organizations using low code could develop and deliver apps in half the time taken by traditional coding. They also reported that 71 percent of organizations using low code were satisfied with the speed of development — versus only 45 percent of those using traditional methods.^{vi}

With non-programmers able to create new applications, developers can take advantage of pre-built building blocks and focus on more sophisticated functionality that requires their expertise.

A low-code content services approach lets you meet the needs of stakeholders while laying a first-class technology foundation.



How low code helps payers get the job done



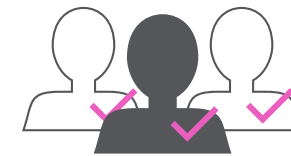
DIGITAL AGILITY

- Rapid deployment — often in half the time
- Increased effectiveness of applications
- Less reliance on already-overburdened IT staff



CONNECTED, COLLABORATIVE CARE

- Integrate content across business systems
- Increase interoperability and fill care gaps
- Create digital workflows without custom coding



STAFFING BENEFITS

- Widen the hiring pool: non-programmers can join the team
- Slash training time
- Let developers focus on work that requires their expertise

How payers succeed with content services

The opportunities to increase efficiency with a modern content services platform and cloud infrastructure, intelligent automation and a low-code approach are great, as are the resulting benefits that range from a better employee and member experience to improved payer-provider relationships. Hear from some Hyland customers:



Automatic case assignment and template population for appeals and grievance management has helped cut a good 30 minutes out of the time it previously took to process each case.”

Tanya McCray

Vice President, Grievance and Appeals, VNSNY Choice Health Plans

Training time for new hires slashed from *6-8 months to 6-8 weeks* with low-code development

[UnitedHealthcare »](#)

Appeals and grievances processing time saved

30 minutes per case

with automatic case assignment and template population

[VNSNY Choice Health Plans »](#)

Time to complete

a required regulatory process shrunk from

6 months to 6 weeks

with low-code development

[Priority Health »](#)



Modernization is a must

No organization can swap out a large enterprise content management system overnight, but the clock is ticking. Automation is following on the heels of digitization as a crucial imperative for payers looking to ensure their future.

Content services are reshaping the future for healthcare payers. These platforms allow payers to take full advantage of the cloud and integrate seamlessly with a user's core systems to dramatically improve efficiency and employee satisfaction.

With a next generation content platform, payers gain the foundation they need to reshape their future, with benefits that reach across the entire enterprise.

Learn more at HylandHealthcare.com/Payer

Sources

- i. [Payers' Top Technology Priority: Enterprise Content Management](#), HIMSS 2022
- ii. [The Total Economic Impact of Content Services in the Hyland Cloud](#), Forrester Consulting, November 2020
- iii. [IDC Cloud Content Management Strategy Survey](#), IDC MarketScape, IDC, September 2019
- iv. [Automation at scale: The benefits for payers](#), McKinsey & Company, July 2019
- v. [Your Business Shortcut to Digital Transformation](#), Frost & Sullivan, 2020
- vi. [ibid](#)

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