Industry Insider

HEALTHCARE AND LIFE SCIENCES
PAYERS AND PROVIDERS

See how our partner Hyland tackles challenges in the healthcare and life sciences industry. From big-picture problems to the specific needs of a member services manager, Hyland has it covered.

Hyland's OnBase Integration for Salesforce centralizes your important business content in one location and delivers relevant information to you when you need it, wherever you are.

salesforce appexchange

Here's how Hyland can help a healthcare organization like yours.

Streamline document management processes.

Import or capture documents from a single Salesforce interface.

Increase customer satisfaction.

Quickly search, find, and view information from multiple systems in Salesforce.

Optimize Salesforce performance.

Offload storage to Hyland's scalable content services repository.

Keep reading to learn how Hyland can help a member services manager at an insurance organization communicate with members and providers efficiently.

The Solution

Hyland helps payer organizations access and route the information they need to ensure members receive the care they need in a timely manner.

Get full visibility into member information.

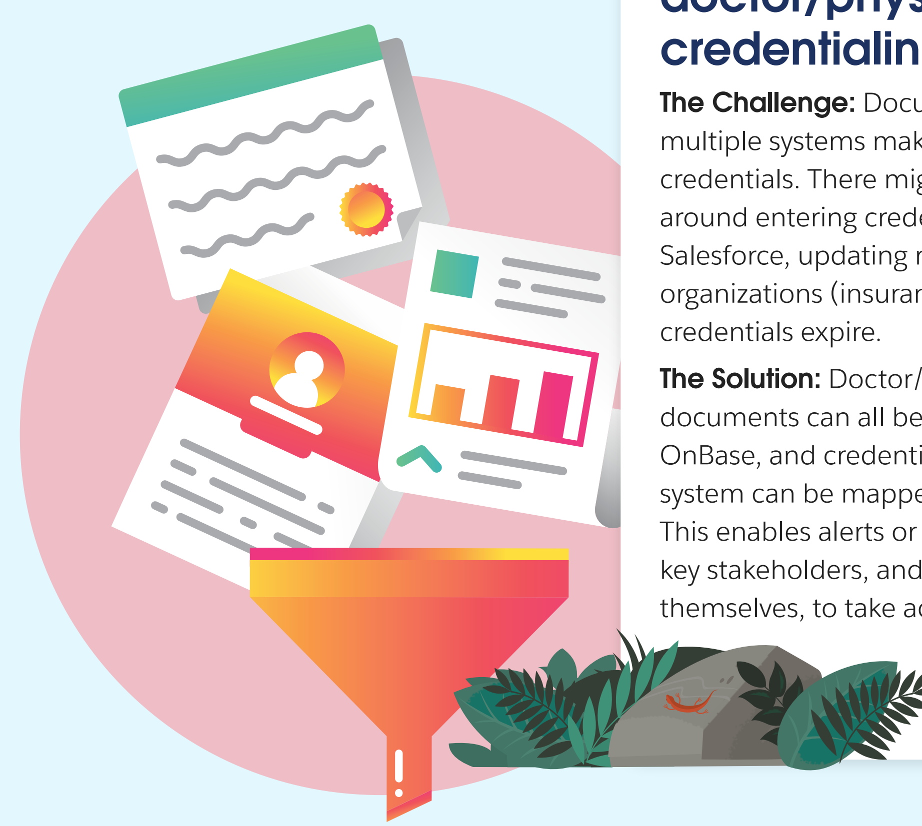
The Challenge: Payers have multiple systems that contain member information, and time can be wasted looking for the correct information.

The Solution: Hyland's OnBase Integration for Salesforce links unstructured information in Hyland's content services solutions to a member record in Salesforce. This allows member services representatives to have all the information they need in one record.

Easily update provider networks.

The Challenge: Provider information is often siloed across many systems and can require multiple manual steps to add to Salesforce records.

The Solution: Provider information can be captured or imported directly from the Salesforce interface and mapped to keywords in Hyland.



Streamline the doctor/physician credentialing process.

The Challenge: Documents spread among multiple systems make it difficult to verify credentials. There might also be automation gaps around entering credential information into Salesforce, updating records, and notifying payer organizations (insurance companies) when credentials expire.

The Solution: Doctor/physician credential documents can all be stored within Hyland's OnBase, and credential metadata stored in the system can be mapped to Salesforce field values. This enables alerts or notifications to be sent to key stakeholders, and even the doctors themselves, to take action.

The Scenario

In this example, let's imagine how the member services manager at an insurance organization uses Hyland to provide timely information to members, physicians, and third-party payers.

Jane Callback

Member Services Manager,
Insurance Co.

Jane spends her days responding to member requests for information or concerns. She takes a lot of calls and has difficulty remembering who has called about what and which is the right department to route their concerns to for follow-ups.

Her Goals:

- Minimize the number of steps to access, update, and share information
- Provide only the most accurate and up-to-date information to members while keeping data safe
- Use just a few steps/clicks to update a member's record and forward the need for follow-up to the right department
- Send time-based notifications regarding credential expiration to hospital administrative staff, as well as the doctors themselves, so they can take action

Her Challenges:

- Time lag from request to response due to numerous systems that need to be accessed and updated
- Ensuring information is accurate and secure
- Quickly and accurately routing a member's request for follow-up to the correct department

How Hyland Solves Jane's Challenges

Helping Members

1. Jane receives a call from a member wanting to know why her insurance claim for physical therapy was denied.
2. Jane views the record in Salesforce and sees that the order for physical therapy is present, but it was a written order. She accesses it in the Hyland content services solution and sees that some information is missing.
3. She checks with the claims department and they tell her the claim was returned to the provider for more information. Jane shares this with the member and notes it in Salesforce with a follow-up reminder.
4. A week later, Jane checks on the claim and sees it is paid. She looks the patient up in Salesforce and follows up to let her know that the claim has been approved. Jane then updates her notes in Salesforce so she will have the history behind this call for future reference.

Tracking Provider Credentials

1. Jane sees alerts in Salesforce for soon-to-expire and expiring credentials for doctors in her organization's care network.
2. Jane sends emails to hospital administration and the doctors requesting they issue current credentials.
3. The hospitals and doctors she reached out to send back updated credential information. Jane imports the credential documents into Salesforce using the OnBase Integration for Salesforce. She then applies field values for the documents and saves the records.
4. This updated information ensures that the associated doctors and the hospitals where they practice can be listed in their provider network.

Learn more about Hyland