



## Self Insured Business System Case Study

### > Challenge

The existing claims processing system was error prone, slow and inaccurate.

### > Solution

Working with users to improve processes and develop a web-based application that meets their daily needs.

### > Results

Cost savings for both Anthem and its clients through increased productivity and enhanced, timely reports.

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## Case Study > Self Insured Business System

Web-based systems are a great way to communicate quickly and efficiently with partners and clients. CXI provided a web-based solution to Anthem® when they needed to enhance an existing claims processing system that shared information with their clients.

Anthem, formerly Trigon®, is a large managed healthcare company that provides a comprehensive spectrum of managed care products with a range of utilization and cost containment controls.

Anthem provides services that allow larger customers to potentially reduce their costs by becoming self insured. For these companies, Anthem manages the claim approval and payment processing for a fee.

The new Self Insured Business System (SIBS) allows Anthem to more intuitively and efficiently manage the self insured companies' claims processing. All data entry and reporting is performed through an intuitive web-based interface.

### Challenge

Anthem's self insured business area was supporting a growing customer base of companies who elect to pay for their own insurance claims and have Anthem act as a claims processor. The self insured business area manages the accounting for hundreds of thousands of insurance enrollees and processes over a billion dollars worth of insurance claims a year. Anthem needed to report the companies' claims in a timely and accurate fashion each month.

The existing system was error prone and required many additional checks and audits from the team of accountants. Anthem partnered with CXI to develop a new system that would improve productivity and accuracy.

### Understanding the Client's Business

The CXI team first made a point of spending time with the users learning what they do and documenting it. The team organized the requirements by how the users do their jobs and defined the system in terms that the users can verify and the developers can build.

This approach provided an added benefit by making the users rethink their business processes and in many cases reengineer their jobs to become more efficient. These new processes and the new system will combine to provide higher productivity.

### Interactive Development

The Anthem and CXI team involved the users early and often by building HTML storyboards and through constant improvement with a phased development approach. This agile approach provides many more opportunities for feedback and allows problems to be detected and corrected early. It also allows for flexibility, so that changing requirements can be met.

**Improving Processes** After Anthem's business users began to see the positive results of CXI's analytical work and processes, they decided that CXI was the best choice to develop the reporting for the SIBS system as well.

The goal now was simple for CXI, build a complete and seamless system that made the user's jobs easier. CXI reviewed the reporting needs for the project and found that there were many similar reports that were summarizing large amounts of data in many different ways for the team on a monthly basis.

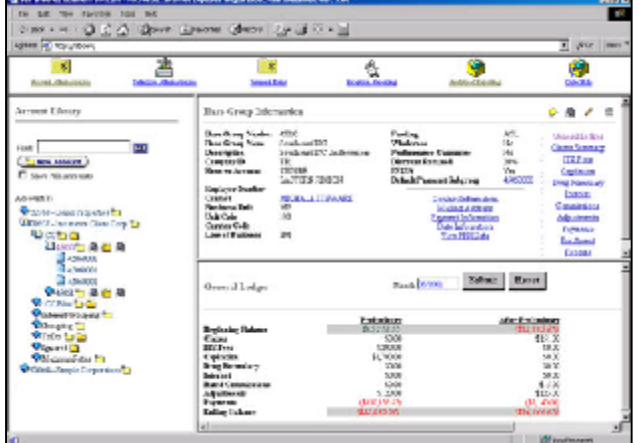
CXI proposed a new approach. CXI demonstrated the capability of multidimensional tools or cubes and described how a single cube could replace the many different reports that they were using today. Anthem's users were excited about this new technology and even more excited when the CXI team delivered this capability in just weeks! The users were allowed plenty of time to learn this new technology with their cubes and data not just demos.

- ### Changing Clients' Expectations
- > 40% Under Budget
  - > On-Time
  - > Beyond Expectations
  - > Increased User Productivity
  - > Role Based Integrated Security
  - > Web-Based Solution
  - > User Involvement
  - > High Quality
  - > Innovative Seamless Integration of Business Intelligence Tools
  - > A Complete Solution!

CXI integrated Cognos Web version of PowerPlay into the SIBS application so that users do not even perceive that they are using a different application. The same goal was reached with the more traditional client reports with Cognos Web Impromptu so users who had drilled down to a specific account did not have to reenter that information to create a statement for that account.

**Building the Application**

The web application is hosted on Microsoft NT 4.0 running IIS. The database resides on a mainframe database in DB2. The web application is built using a true three-tiered approach written in Visual Basic 6. The web client tier uses a Microsoft technology called IIS Application. The business tier and data tier were both written using MTS COM classes. All reporting uses either integrated web-based reporting or for formatted reporting uses Cognos Impromptu. For more analytical reporting, Impromptu PowerPlay cubes are used. Microsoft Data Transformation Services handles data transfer to other internal systems.



*Intuitive Navigation allows Rapid Access to Account Information*

**The Bottom Line**

CXI's agile project management techniques provided complete process control. From integrated source code control to an CXI developed issue tracking database, CXI assured that the project was delivered on-schedule and 40% under budget. And importantly, the Self Insured Business area is getting a system that will save them money for years to come while delivering better service to their customers.



*Seamless Integration of Cognos PowerPlay Cube facilitates Research*