



# Claims and Straight Through Processing (STP) The 'Art' of Possible

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE





# Panelists

Terese Capizzi	Director, LTC Operations	Northwestern Mutual
Scott Sykora	Vice President, Northern Operations	Univita Health
Bob Dampier	Business Architect	Northwestern Mutual
Rich Grosner	Claims Manager	MetLife
Chad Gross	Chief Information Officer, Chief Operating Officer	Examination Management Services, Inc (EMSI)



# Agenda

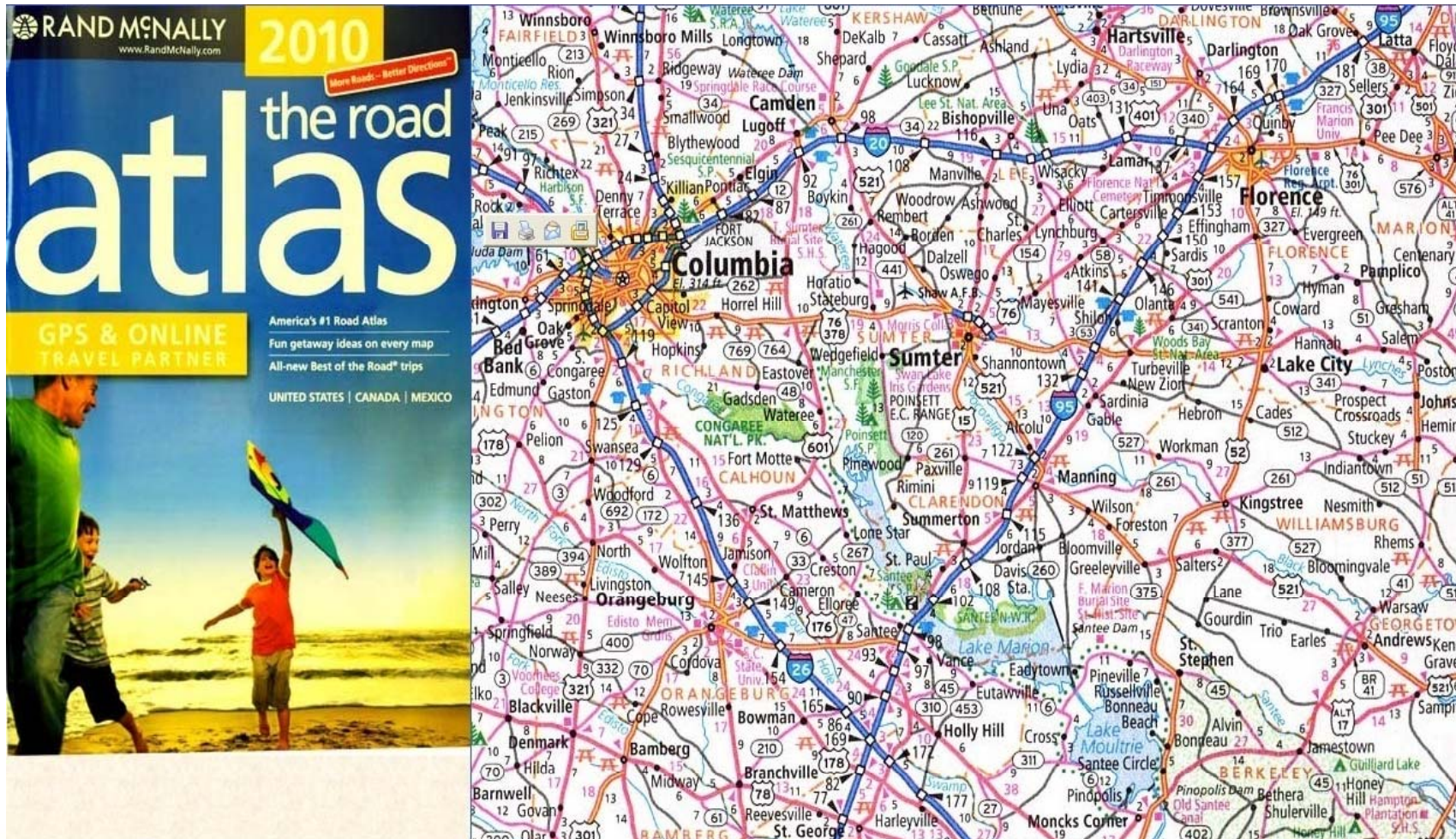
- Visioning of STP and power of data
- Current Pain Points
- Opportunities
- Value/Risk to your organization





# Travel Planning

## Road Atlas





# Technology Enhancing Travel Planning: Option 1

## A Northwestern Mutual Wealth

611 E Wisconsin Ave Milwaukee, WI 53202

Online Offers: [Motels in Milwaukee](#) | [Milwaukee Restaurants](#) | [Wisconsin Auto Insurance](#)

Edit Remove X

Move Up ^

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### Directions from A to B:

- |  |   |        |   |
|--|---|--------|---|
|  | 1: Start out going WEST on E WISCONSIN AVE toward N JACKSON ST. | 0.0 mi | <a href="#">Map</a>                         |
|  | 2: Turn LEFT onto N JACKSON ST.                                 | 0.2 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 3: Merge onto I-794 W toward I-43/I-94.                         | 0.5 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 4: Merge onto US-41 S/I-94 E via EXIT 1B toward CHICAGO.        | 9.2 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 5: Take the RAWSON AVE exit, EXIT 320.                          | 0.3 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 6: Merge onto W RAWSON AVE/CR-BB W.                             | 0.6 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 7: Turn LEFT onto WI-241 S/S 27TH ST.                           | 0.5 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 8: Turn RIGHT onto NORTHWESTERN MUTUAL WAY.                     | 0.1 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 9: Turn LEFT to stay on NORTHWESTERN MUTUAL WAY.                | 0.0 mi | <a href="#">Map</a>   <a href="#">Avoid</a> |
|  | 10: 1 NORTHWESTERN MUTUAL WAY is on the LEFT.                   | 0.0 mi | <a href="#">Map</a>                         |

## B Northwestern Mutual Financial

1 Northwestern Mutual Way Franklin, WI 53132

Online Offers: [Motels in Franklin](#) | [Franklin Restaurants](#) | [Wisconsin Auto Insurance](#)

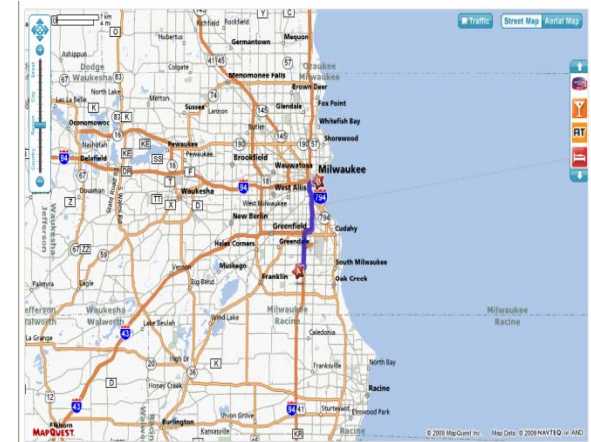
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Total Travel Estimates: Time: 16 minutes Distance: 11.45 miles Fuel Cost: [Calculate](#)

## Google Map







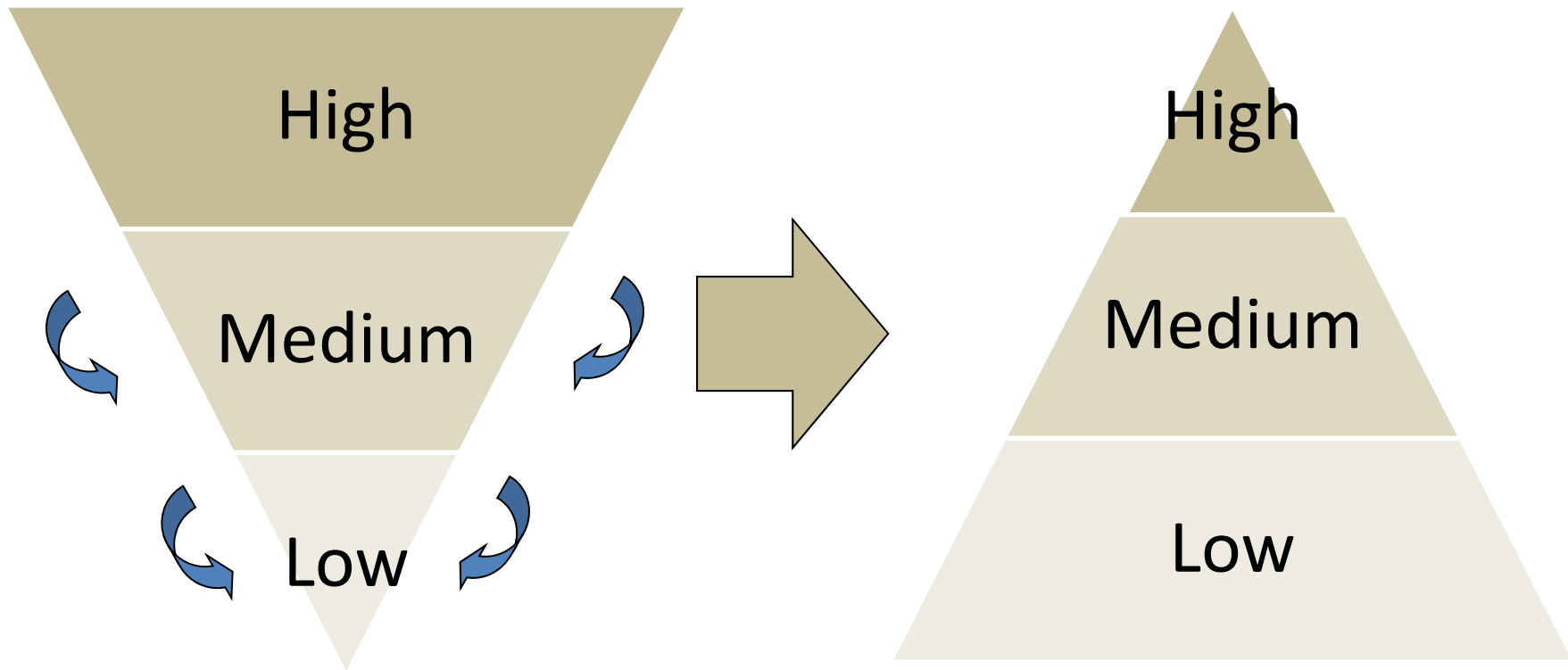
## Technology Enhancing Travel Planning: Option 2

# GPS





## Goal: Automate processes and supporting systems while preserving desired claims touches



### Emphasis:

- Identify end to end No Touch or Low Touch transactions
- Identify No, Low, Medium and High Touch Steps within each case

### Result:

- Reduction of high cost Claims Analysts involvement & streamline service support
- Appropriate management of morbidity experience



# Polling Question #1

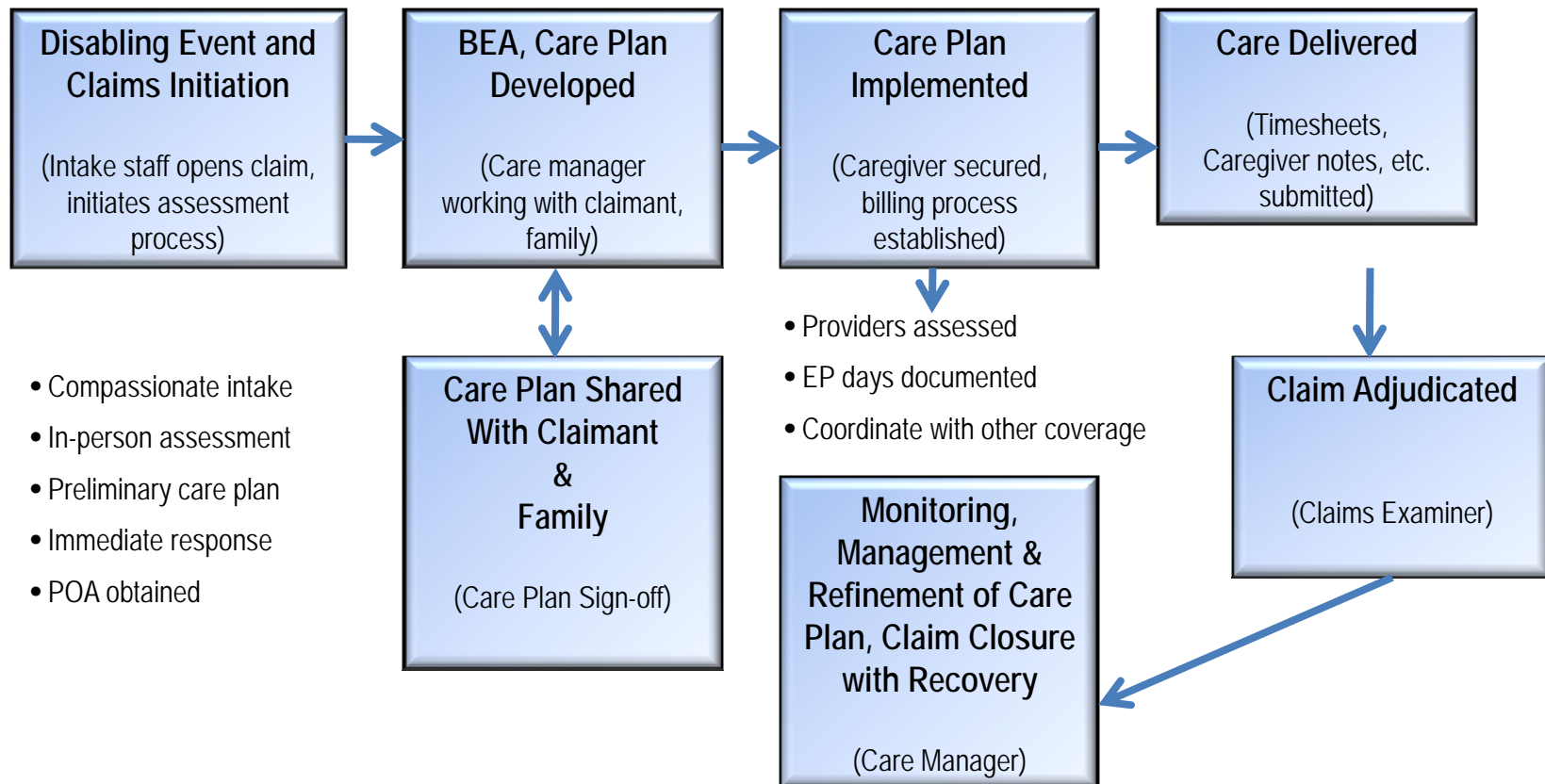
What percent of your current claims process would you categorize as needing a 'touch' of some sort?

- a) 100%
- b) 80 - 99%
- c) 50 – 79%
- d) Less than 50%





# Typical Claims Process – Pain Points Revealed





## Polling Question #2

What percent of your current claims process' pain points do you believe can be alleviated through technology?

- a) Under 10%
- b) 10 – 20%
- c) 20 - 50%
- d) None – it's too risky to automate more



# EMSI Overview

## Our Business Segments

### Insurance Services

- **Medical Records**
- **Examinations**
- **Application Fulfillment**
- Underwriting
- Inspections

### Healthcare Services

- Healthy House Calls
- Drug Screening
- Wellness Screenings
- Clinical Support Services
- Health Improvement
- Identity Testing

### Investigative Services

- **Surveillance and SIU**
- Vendor Management
- Death Claim Investigations
- Fraud Investigations



# Operations

- Retrieve 2.1M Medical records per year
- Process over 2.5M authorizations for the release of medical information
- Maintain a provider database of over 800,000 facilities and physicians
- Perform over 75,000 exams per month
- Conduct over 50,000 applicant interviews
- Complete over 5,000 investigations monthly



# Information Collection

- Medical records and summary reports
- Prescription database search results
- Paramedical examinations and specimen collection
- Completed applications and carrier forms
- Surveillance
- Information requests
  - Phone, fax and web
  - Real-time or batch B2B via ACORD 103 and 121 order requests





# Information Delivery

- Medical Record image and hard-copy
- Prescription database reports
- Images of paramedical examiner reports, carrier forms and vitals / lab slip
- Completed application and carrier form images and data
- Surveillance video on CD, DVD and on-line
- Information delivery
  - Hard copy, image and B2B



# Future

- Medical Records
  - Leverage record locator services
  - Obtain medical data directly from providers / facilities EMR systems rather than images of records
  - Benefit
    - Structured data (i.e. XML) can be immediately consumed by UW and claims systems
    - Opportunity for greater automation
    - Extensive data sources – Providers, PBM's, Retail RX, Labs, LTC Facilities etc...



# Future

- Paramedical Exams and application processing
  - Electronic data capture for applications and forms
  - Structured data delivery e.g. ACORD 103
  - Information will drive workflows
- Surveillance
  - High resolution digital video
  - Expanded research tools including social media
  - Field video upload capability
  - On-line digital library



# Considerations

- Privacy and security concerns
- Can standards be agreed upon?
- Will the HIE's support 3<sup>rd</sup> party authorizations and access
- Do the decision systems exist?
- Are carriers ready to consume digitized medical data?
- Potential pushback from facilities (currently a revenue stream)



## Polling Question #2

Have you heard anything so far that would change your thoughts on the what percent of your current claims process' pain points can be alleviated through technology?

- a) Yes, slightly better
- b) Yes, but involves significant investment
- c) No, my opinion hasn't changed

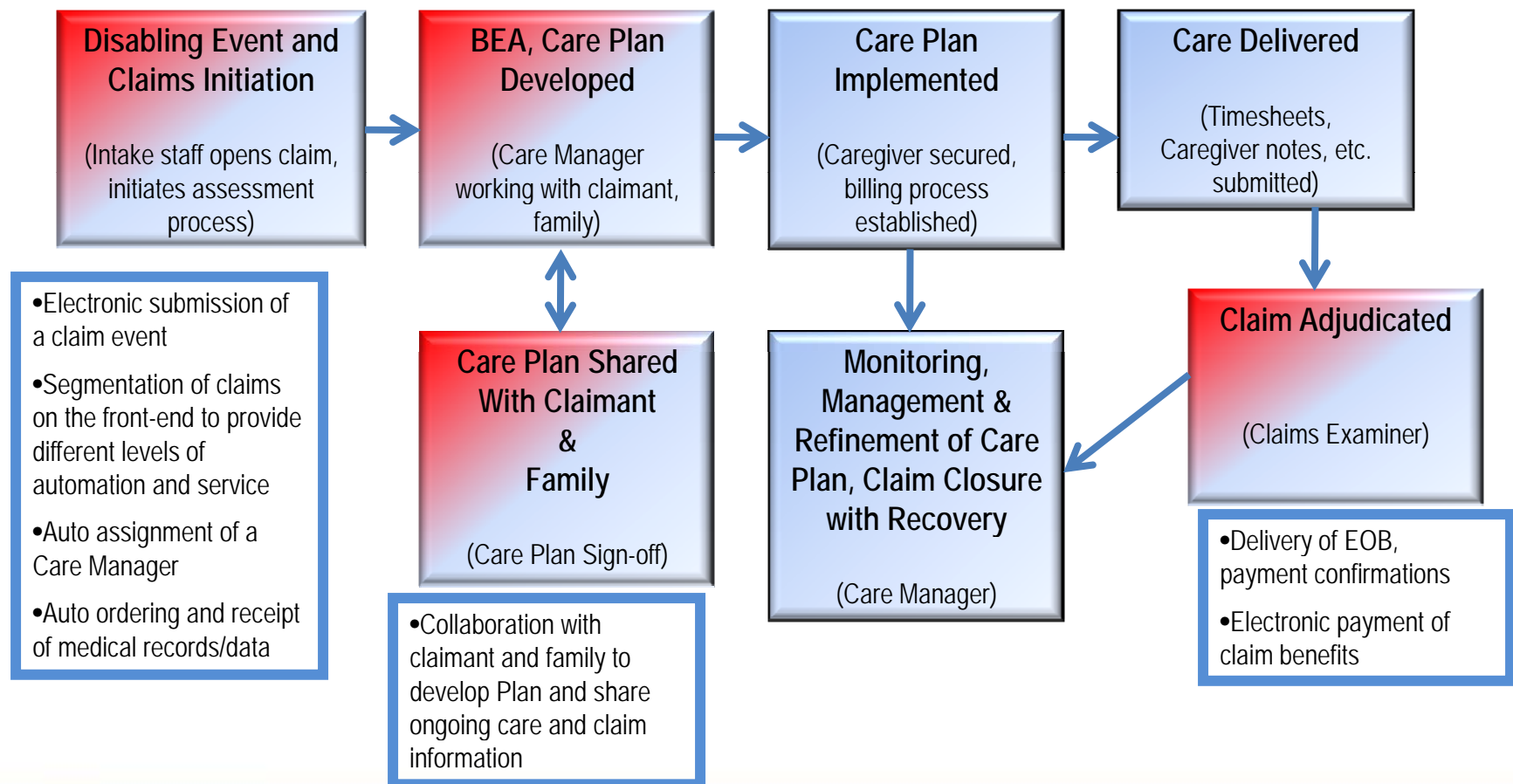




# Typical Claims Process – Future Opportunities

**Maintain an online presence and electronic communication channel with a claimant and their family**

- Smart Forms
- eSignature
- Business Rules
- Mobile Interface

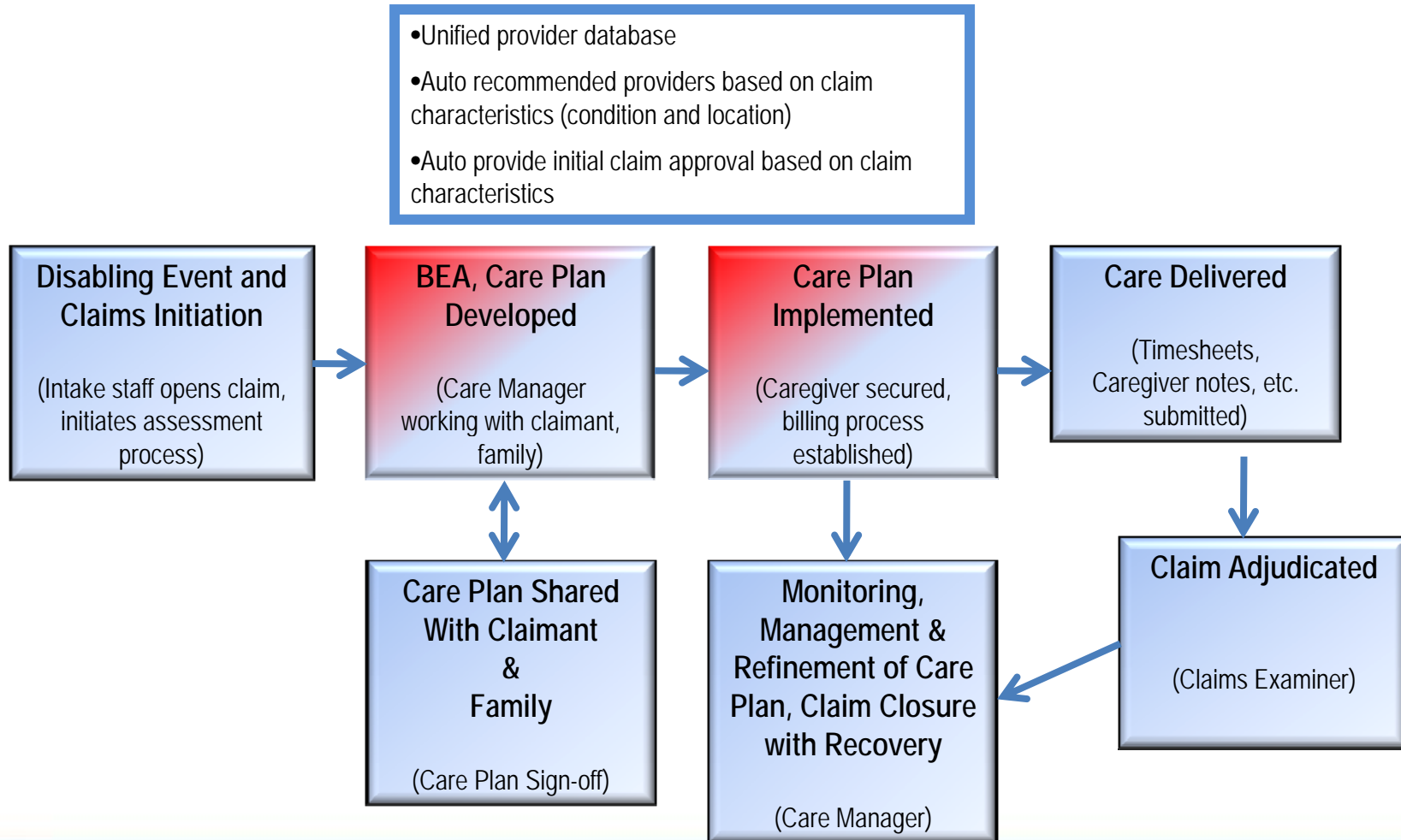




# Typical Claims Process – Future Opportunities

## Provide the Care Manager with “smart” tools

- Business Rules
- Data Aggregators

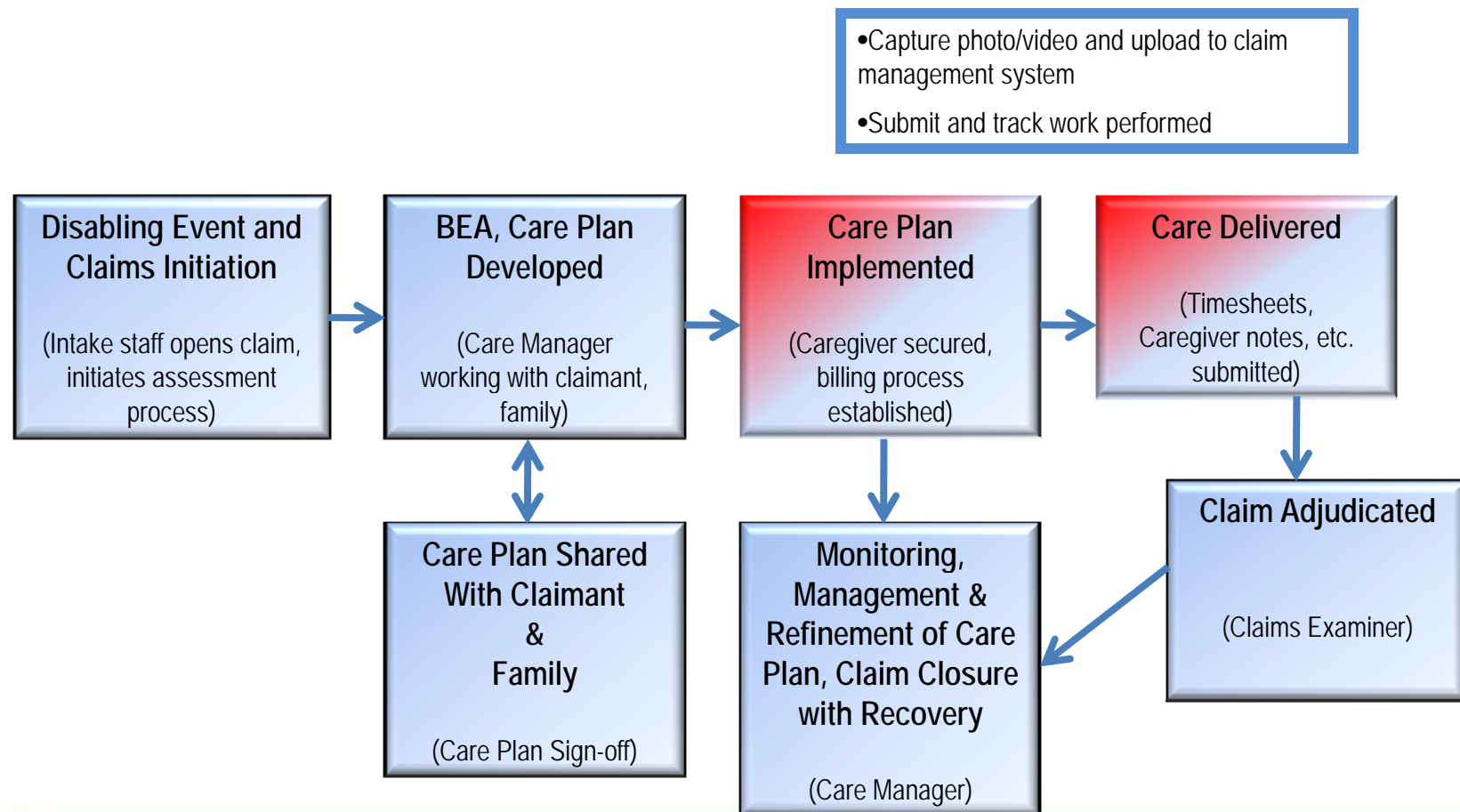




# Typical Claims Process – Future Opportunities

**Maintain an online presence and electronic communication channel between the Care Manager and Care Providers**

- Smart Forms
- eSignature
- Business Rules
- Mobile Interface

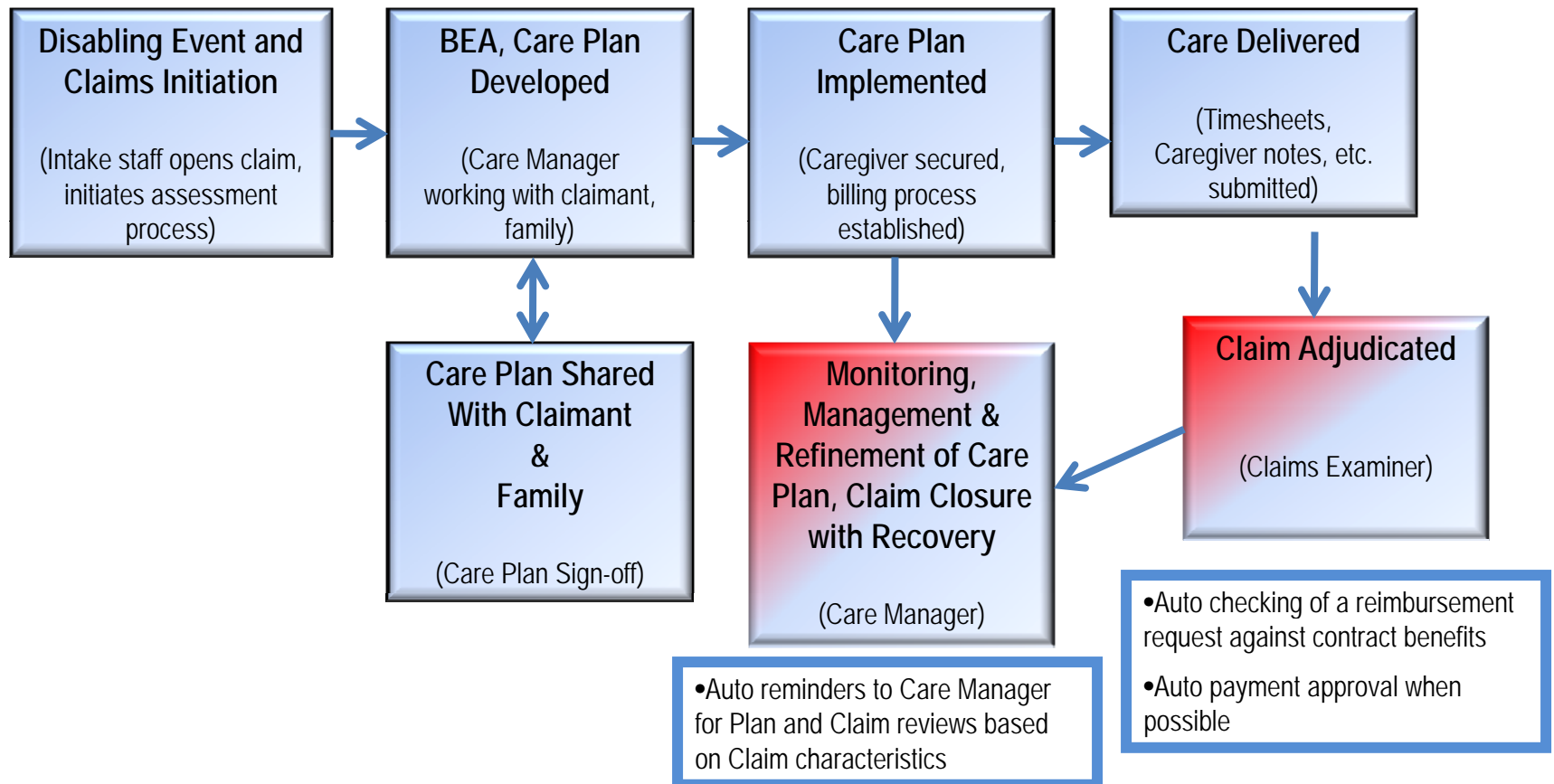




# Typical Claims Process – Future Opportunities

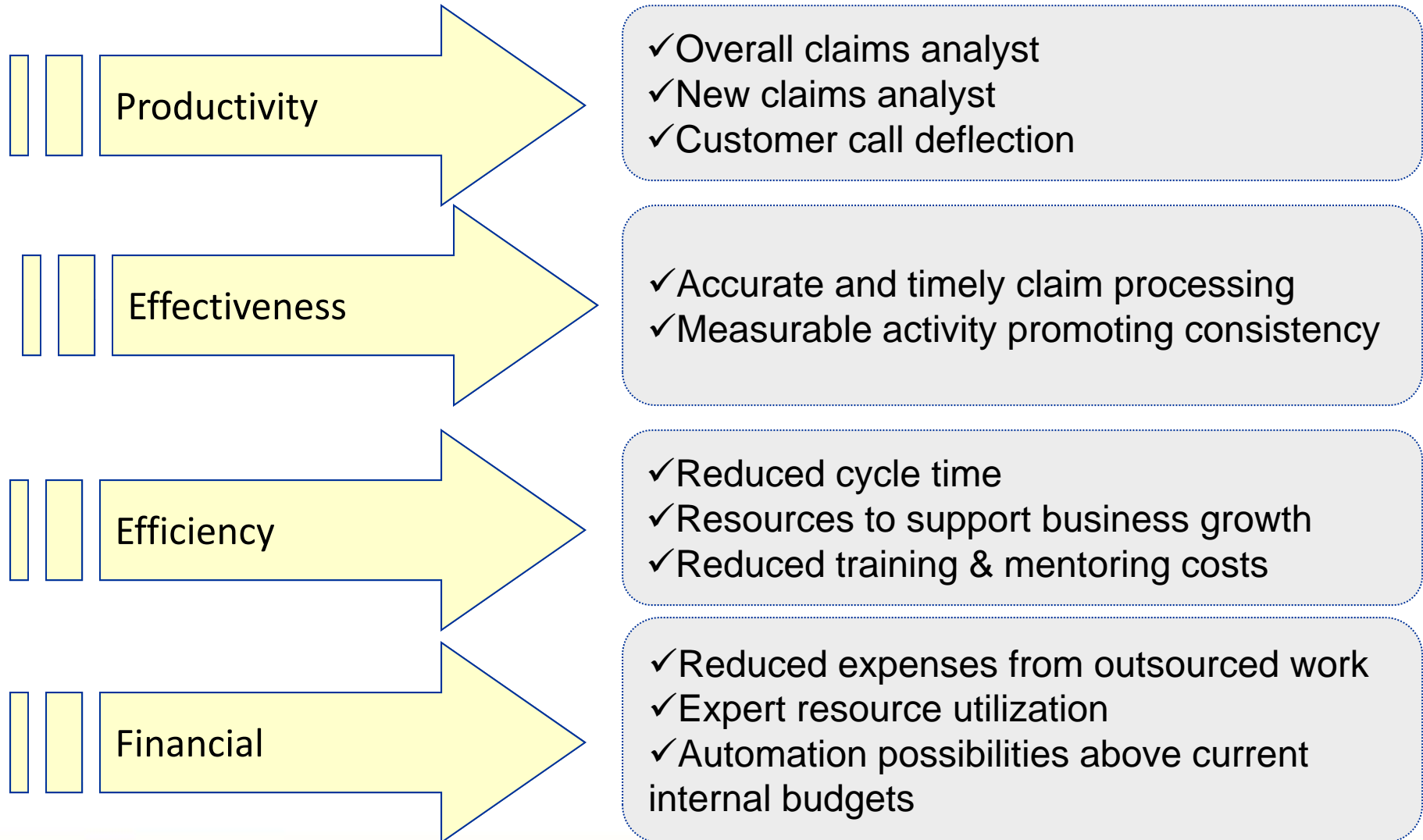
## Provide the Claims Examiner with “smart” tools

- Business Rules
- Process/Workflow Management





# Future Opportunities: Value for your organization







## Polling Question #3

Does the future potentials for straight through processing provide enough benefits to offset cost/risks?

- a) No – too risky
- b) No, can't see this being a priority for my company given competing projects
- c) Yes, but with some hesitation
- d) Yes, can't wait to figure out my plan



# Q & A