

# BPM Working in Healthcare

Metastorm is the leading provider of Business Process Management software and the only company helping organizations achieve Enterprise Process Advantage® – a heightened level of performance resulting from efficiency, agility, and control across mission critical business processes – turning unique, human-intense processes into competitive weapons that drive profitability.

## Proven Process Improvement Experience

Metastorm's proven, enterprise-level BPM platform, e-Work®, supports the full roundtrip process lifecycle and enables our Pharmaceutical customers to design, automate and manage critical processes to achieve greater productivity, customer service, profitability and overall business performance improvements.

## The Challenge

Today, healthcare organizations live in an extremely competitive, ever-changing industry. Efficient management of core processes is essential for all healthcare professionals – payers, HMOs, hospitals, provider groups, and pharmaceutical companies. Consumers are more demanding. Regulations are tighter. Costs continue to rise. Government reimbursement is constrained. Gaps exist between people, back-end systems and critical processes and initiatives.

The healthcare industry as a whole can benefit from improved process management by going beyond simply accessing patient data to providing visibility and control across the patient's health status – including provider details, insurance plans, services, and scheduling – for more complete and effective patient case management. The primary challenge is that a patient lifecycle is not linear. Patients can be involved in multiple concurrent processes and operations must be flexible enough to accommodate these unique requirements and circumstances.

## The Solution

Metastorm understands the unique needs of healthcare organizations and how they can better succeed with efficient process execution. Metastorm's proven, enterprise-level Business Process Management (BPM) software—e-Work—is the foundation that enables companies to design and deploy processes that increase output and manage resources in an unprecedented manner. Metastorm's BPM technology and proven expertise is helping organizations around the world achieve regulatory compliance, reduce risks, enhance customer service, retain and acquire customers, tie together siloed processes and systems, and do more with less.

The Metastorm e-Work BPM platform provides an open, standards-based framework by which designers and implementers can easily integrate external applications or application components. With easy-to-use tools for modeling, designing, managing, and changing processes, business users own, maintain and optimize their processes. And, the platform provides all of the components needed to support a continuous process improvement cycle. Finally, the Metastorm approach offers rapid design and deployment with complete control over continuous improvements based on insight into how the business is running.

The implementation of a Metastorm enterprise BPM solution provides your organization with an opportunity to achieve immediate process improvement benefits in the following areas:

- Sales Effectiveness
- Enrollment/Eligibility
- Claims Processing
- Customer Service
- New Group Set Up

## Enterprise Applicability Across Many Processes

A broad survey of Metastorm customers revealed:

- 94% have achieved greater process and business visibility
- 88% have achieved faster response times and overall agility
- 71% have gained better analysis and performance measurement capabilities
- 65% have reduced process cycle time

The healthcare industry is highly dependent on manual processes in these areas which often involve a significant number of cross-functional handoffs, paper files and difficult to manage exception processes.

There are significant opportunities for business process improvement in each of these areas through the development of operating disciplines (new and more efficient processes), improved business rules, and the use of business process management software to automate work flow, manage queues and deal with exception processes in a controlled fashion. The resulting efficiencies drive lower costs and build a rapid return on investment.

### Why Metastorm?

Metastorm e-Work provides process control and supports business practices that help to **increase revenues** in several areas:

- Account management, improved customer retention and positioning for additional revenue opportunities
- Sales effectiveness and new customer acquisition
- Improved channel management and interaction with key partners, brokers and consultants
- Accelerated new product introductions

Metastorm e-Work also delivers process control disciplines that **drive down expenses** in such areas as:

- Automating paper-intensive, error-prone tasks
- Enabling more intelligent and faster exception resolution
- Promoting better staff collaboration with process consistency
- Providing real-time insight into inefficient stages of daily business operations
- Improving performance visibility and accountability

Further, e-Work helps healthcare organizations quickly adjust how they run their business and allows them to efficiently respond to new regulations and higher demands for service.

### Gaining an Advantage

Many healthcare organizations have already recognized the value that BPM software can provide and are realizing significant results – don't be left behind. Metastorm can help you leverage the latest in roundtrip BPM technology across your core, mission-critical processes to obtain competitive advantage. Contact us today to find out how we can help you realize Enterprise Process Advantage® – visit [www.metastorm.com](http://www.metastorm.com).

