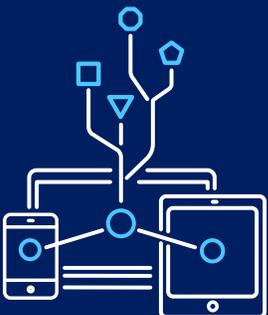**CHANGE**
HEALTHCARE

Patient Advocate Streamlines Complex Benefits Application Processes With Adobe Experience Manager Forms

Customer
Change Healthcare

Challenge
Streamline manual benefits application process; Ease point-of-service interaction for patients; Expediting insurance for the uninsured

Products
Adobe Experience Manager forms

Results

- 50% decrease in average time to complete benefits applications by reducing redundant administrative tasks
- Millions saved through enhanced insight into workflows and increased staff productivity
- Better experience for patients with applications signed and completed at the point of service
- Flexible tools that leverage built-in functionality to operation offline, attach images, and check forms for accuracy

> **"From a business standpoint, we don't want to invest in technology that can only do one thing. Adobe Experience Manager forms is a flexible solution that we can leverage across many scenarios and workflows."**
>
> Randy Fusco
> SVP Product Engineering
> Change Healthcare

The Customer:

For over 29 years, Change Healthcare has worked with hospitals across the United States to help their uninsured patients navigate complicated assistance programs and receive the application assistance services they need. Applying for federal, state, and local programs can be difficult without assistance, with programs typically requiring vast amounts of paperwork to determine eligibility.

The Challenge: Automating the Patient Paperwork Process

A team of experienced healthcare representatives from Change Healthcare regularly meets with patients receiving care in hospitals to determine the programs they may be eligible for. Until recently, during the meeting they captured all the necessary information to complete insurance applications, went back to their offices to manually enter the patient's information, then finally, returned to the patient for their signature.

"The process could be stressful for patients receiving care in hospitals, as well as challenging for our service staff who had to manually capture and complete many pages of incormation," says Randy Fusco, SVP Product Engineering, Change Healthcare. "We knew that greater efficiency and faster service would benefit representatives, hospitals, and patients alike."

Several strategies were applied to reduce redundancies and automate paperwork to take the stressful experience off patients, but no solution satisfied the need for a reliable, usable, fast, and custom solution. That changed when Change Healthcare made the decision to implement Adobe Experience Manager forms, part of Adobe Marketing Cloud.
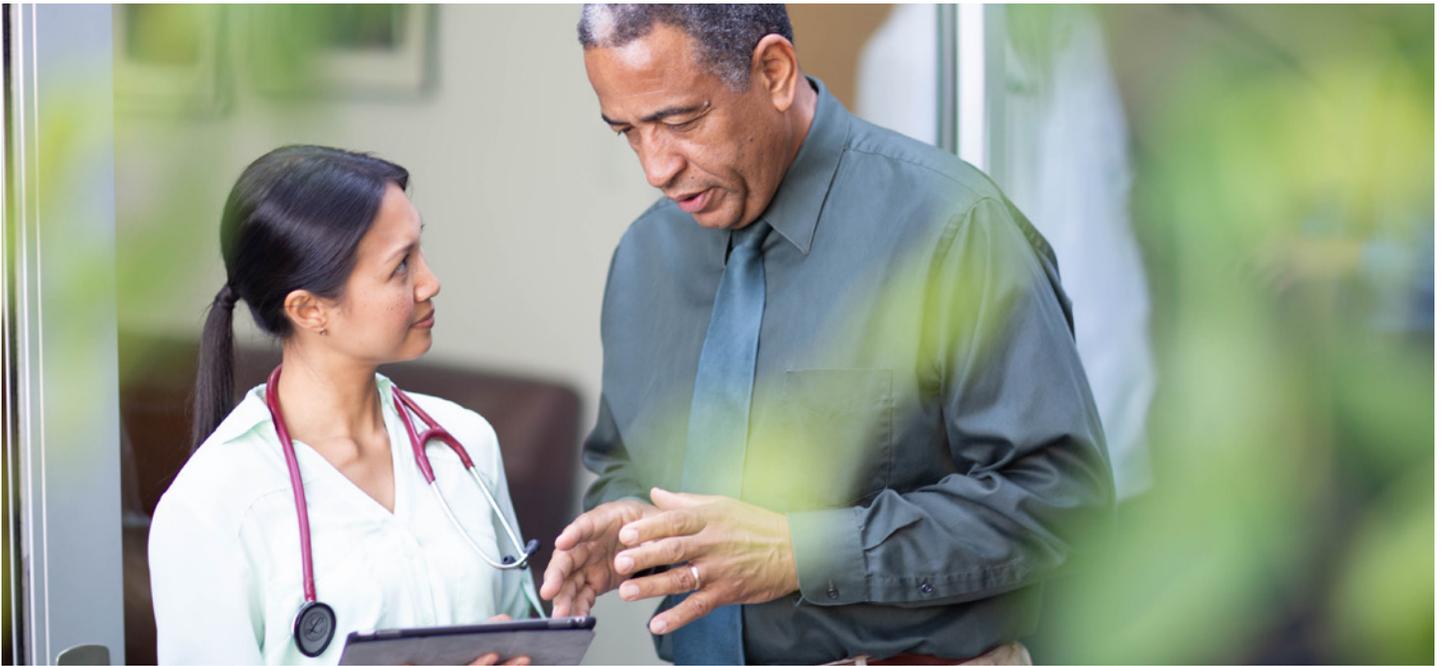
Using Adobe Experience Manager forms to quickly roll out a pilot program for representatives in Illinois, we screened about 3,400 patients over three months. "The pilot results were excellent, and we were impressed with Adobe Experience Manger forms," says Paul Havey, Vice President of Operations at Change Healthcare. "Adobe Experience Manager forms makes forms lightweight and usable on a tablet, bringing us efficiencies that we need to give patients a much better experience and create more value for hospitals through timely enrollment."

The Solution: A Better Overall Patient Experience

With Adobe Experience Manager forms, our representatives can now efficiently complete application forms on their tablets, dramatically reducing workflow redundancies. They can enter new information in real-time while meeting with patients, as well as download information from existing patient systems to automatically prepopulate certain patient details. All captured data is propagated instantly across multiple pages, eliminating the need to repeatedly enter the same details. Once forms are filled out, patients can sign the forms a single time right on the tablet, instead of having to sign dozens of printed pages, enabling our team to provide an easier experience at the point of service.

"With Adobe Experience manager forms, our representatives can condense a multi-step interview and administrative process into one step," says Havey. "In our pilot program, we reduced the time to complete applications by almost 50 percent. The Adobe Experience Manager forms workflow has the potential to save representatives hours every day and save our company millions of dollars annually once fully implemented."

Streamlining Services

By simplifying form completion, we're improving patient and hospital services. "The patients we see are typically quite ill, so we need to make the process as effortless as possible," says Fusco. Depending on the requirements, applications for benefits can be up to 50 pages long and require up to 26 signatures.

"Since Adobe Experience Manager forms automatically propagates reusable information, patients can just sign the tablet once, reducing signature times from minutes to seconds," says Fusco.

Secure and Convenient Offline Information Exchange

Although light enough to run quickly and reliably on a tablet, the forms enabled through Adobe

Experience Manager deliver robust functionality. The forms can identify mandatory information and check paperwork for completeness, improving accuracy of completed forms.

Required documents can be attached to electronic forms easily with just a few clicks in real time. Patients no longer need to hand over their information and wait anxiously for our representative to return with a copy.

Equally important is the ability to use Adobe Experience Manager forms workflows offline. "Our representatives don't always have good internet connections in hospitals," says Pranav Joshipura, Director of Engineering at Change Healthcare. "Adobe Experience Manager forms can support offline workflows using embedded logic, not a constant connection, so patient representatives can complete and save downloaded forms on their tablets. Once a good internet connection becomes available, patient data is uploaded automatically into back-end systems and population across other forms as needed."

Additionally, the solution enables qualitfiable metrics for managing our dispersed team. "Adobe Experience Manager forms helps us understand how much time representatives spend on various tasks, such as meeting with patients or catching up on administrative activities," says Havey. "The increased transparency enables us to identify even more areas for efficiencies and work with employees to be more productive."

The Results: Nation-Wide Roll Out and Process Optimization

After the successful pilot, we plan to roll out Adobe Experience Manager forms at hospital locations it serves across the United States and we're exploring other possible uses for Adobe Experience Manager forms through its business process.

"Adobe engineer's enterprise-level solutions that make us more efficient," says Alex Choy, CIO, Change Healthcare. "Adobe Experience Manager forms streamlines the back-end process so that our representatives can screen more patients, improve quality of patient engagement, and ultimately increase our revenue."

CHANGE
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About Change Healthcare

Change Healthcare is inspiring a better healthcare system. Working alongside our customers and partners, we leverage our software and analytics, network solutions and technology-enabled services to help them improve efficiency, reduce costs, increase cash flow, and more effectively manage complex workflows. Together, we are accelerating the journey toward improved lives and healthier communities.

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