Virsys12
carelon

"The Virsys12 team instantly understood, not only our business model, but the challenges that come with managing vast Provider networks; tracking activities, managing contracts, Provider credentialing, and data reporting."

Michael Dant
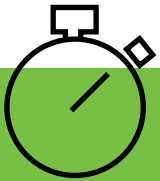Staff Vice President, Carelon

CARELON
CASE STUDY

RESULTS

99%

Reduction in time for provider set up

46%

Reduction in time for account set up

100%

**Reduction** in time for multiple location entry

99 DAYS saved *annually* for data transfer

BACKGROUND

A NEW BUSINESS MODEL ARISES
## WITH VALUE-BASED CARE INCENTIVES

Carelon is a healthcare services company dedicated to delivering whole-person care with connected healthcare solutions for better outcomes and experiences. Headquartered in Indianapolis, Indiana, Carelon is focused on improving outcomes, making better care more affordable, and reducing complexity of accessing care. They have blended their companies' 150 years of combined experience, powerful capabilities, unmatched data, flexible solutions, and collaborative partnerships with a single goal in mind — to make it easier to deliver whole-person health.
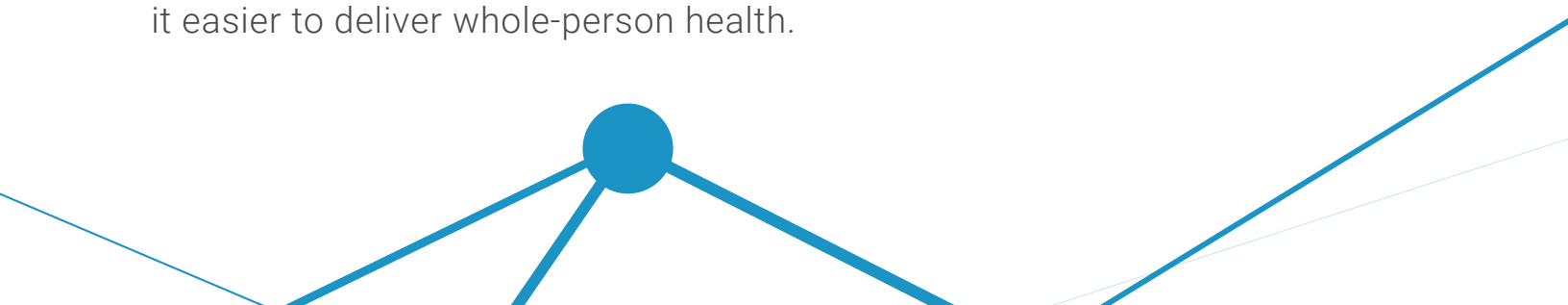
"We were using disparate CRM tools, we were experiencing a huge drain on performance from data entry and manipulation, we had no productivity measurements in place"

The Challenge ▶

DISCONNECTED PROVIDER DATA MANAGEMENT CREATES INEFFICIENCIES
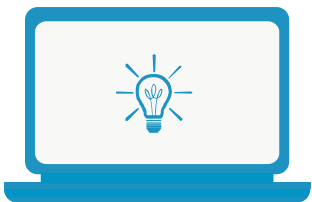
Looking to grow and improve efficiencies, Carelon began looking at scalable technology for managing their provider network. Growing over 500% in members serviced from 2016 to 2017, it was vital to implement a technology which would improve efficiencies in provider network management, credentialing, contract management, and access to Provider information to adequately assist Carelon in offering members the quality care needed for optimal outcomes.

"We were managing and communicating Provider contracting stages, credentialing, and service issues on spreadsheets," according to Staff Vice President, Michael Dant. "We were using disparate CRM tools, we were experiencing a huge drain on performance from data entry an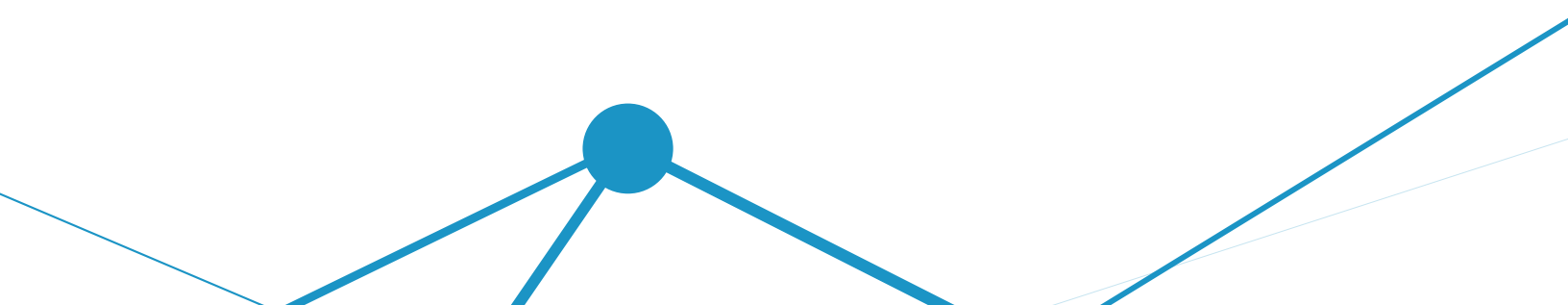d manipulation, we had no productivity measurements in place, disconnected workflows, inconsistent data entry, and we were using cumbersome ways to track network development, a core need for our continued growth."
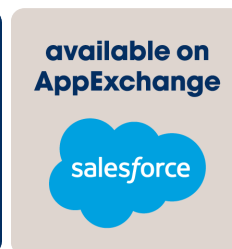
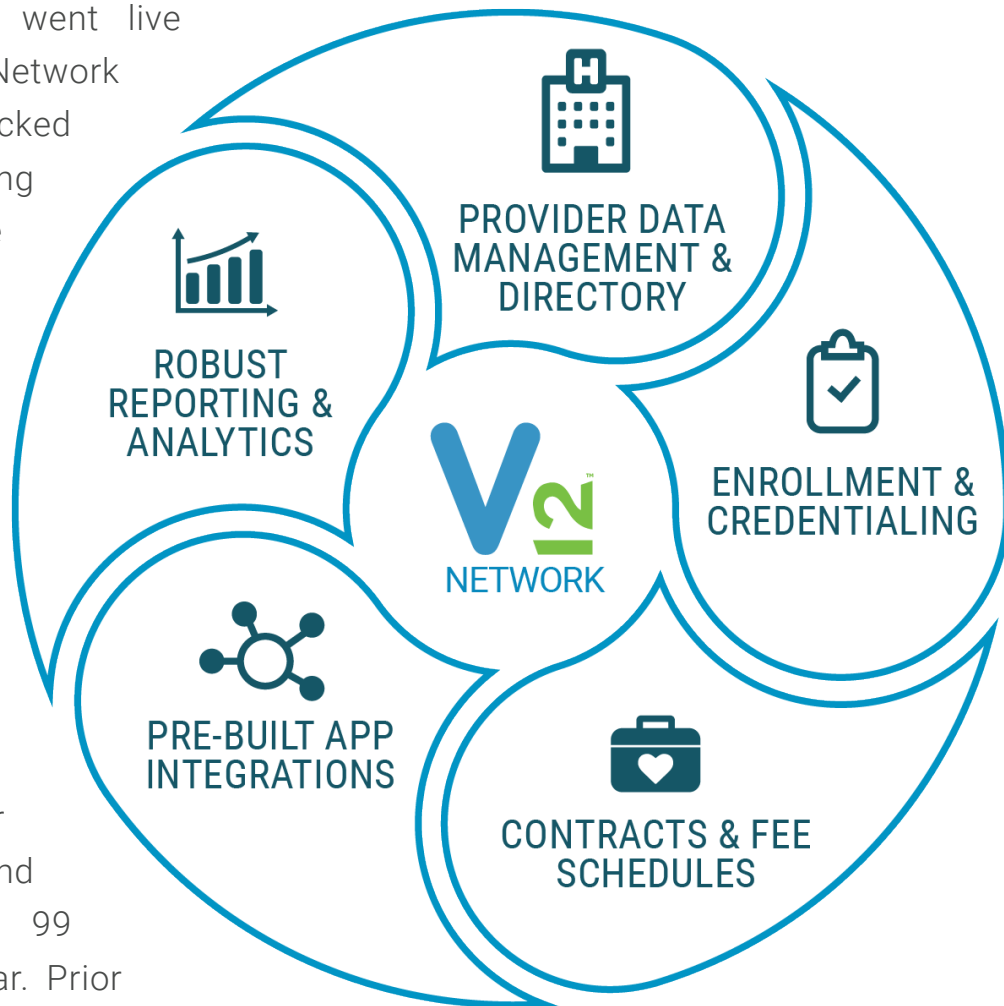# WORLD OF HEALTHCARE SUCCESS TRAVELS FAST

The Solution ▶

Acting as an operational hub sitting on Salesforce's Service Cloud, the customized V12 Network now provides workflows and automations within highly complex many-to-many relationships necessary to track the contracting and credentialing processes for Providers and Provider groups. Near real-time data is brought in via an API to keep Provider directories and contracts up to date and accurate. Management maintains a constant view of each Provider network, along with any specific requirements for each state, Provider contract terms, fee schedules by location and by Payer, along with other Provider demographics. Managers can monitor Provider interactions and activities throughout the contracted care cycle.

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The Results ▶

PHASE I ACCOMPLISHMENTS

Six weeks after Carelon went live with a customized V12 Network implementation, metrics tracked by the firm revealed strong leading indicators of future operations improvement including 99% reduction in provider data entry time, and 46% reduction in account data entry based on workflows and automations. The API with V12 Network allows interdepartmental data sharing, a process previously requiring over two hours per transfer, and now estimated to save 99 days of work time per year. Prior to implementation of V12 Network, tracking data metrics towards goals was non-existent, now lead entry, calls, texts, visits, and other interactions are all measured and available on-demand for management decision making.

PROVIDER DATA MANAGEMENT & DIRECTORY

ROBUST REPORTING & ANALYTICS

V12 NETWORK

ENROLLMENT & CREDENTIALING

PRE-BUILT APP INTEGRATIONS

CONTRACTS & FEE SCHEDULES

WHAT IS NEXT FOR CARELON?

"From day one Virsys12 was thoughtful, creative and accommodating. It is a very collaborative partnership," summarizes Dant.

The initial engagement with Virsys12 has continued to grow as Carelon expands to more states and adds more services for a growing roster of Payer and Provider partners. After the initial launch, a clone function was developed to allow an account to be completely duplicated in the system necessitating only minimal updates per location. This addition offered an average savings of 15 minutes per account. More innovative technology solutions are on the Carelon horizon including more departments using V12 Network along with linking the Carelon system to Provider portals with an increased focus on the Provider Directory. In 2018, Carelon continued expanding to additional networks and added Provider look-up by geo and specialty.

About Virsys12

Virsys12 is a Salesforce ISV and Consulting Partner focused on healthcare innovation nationwide. With success providing transformative technology for midmarket to enterprise, public and private organizations, the team maintains top customer satisfaction ratings and user adoption. A recipient of the Salesforce Partner Innovation Award for Healthcare & Life Sciences, we guarantee our services for implementations, integrations, applications, and technology strategy.

Provider Lifecycle Management

V12 NETWORK **V12 PDE**

Available on the Salesforce AppExchange!

Digital 360 Consulting

salesforce health cloud   salesforce service cloud

salesforce sales cloud   salesforce marketing cloud

salesforce pardot   salesforce experience cloud

Managed Services

- Salesforce support services

- Access to Virsys12 certified consultants, developers, and architects

- Supplemental to Salesforce Premier Success Support

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