



**Largest not-for-profit health
plan serving the mid-Atlantic
revolutionizes their provider
lifecycle management by
implementing V12 Network**

CASE STUDY



Background ▶

Our client is the largest not-for-profit health plan serving the mid-Atlantic. Through its affiliates and subsidiaries, they offer a comprehensive portfolio of health insurance products and administrative services to 3.5 million individuals and employers in Maryland, the District of Columbia and Northern Virginia. In 2022, their organization committed to investing \$24.1 million to improve overall health, and increase the accessibility, affordability, safety and quality of healthcare throughout its market areas.

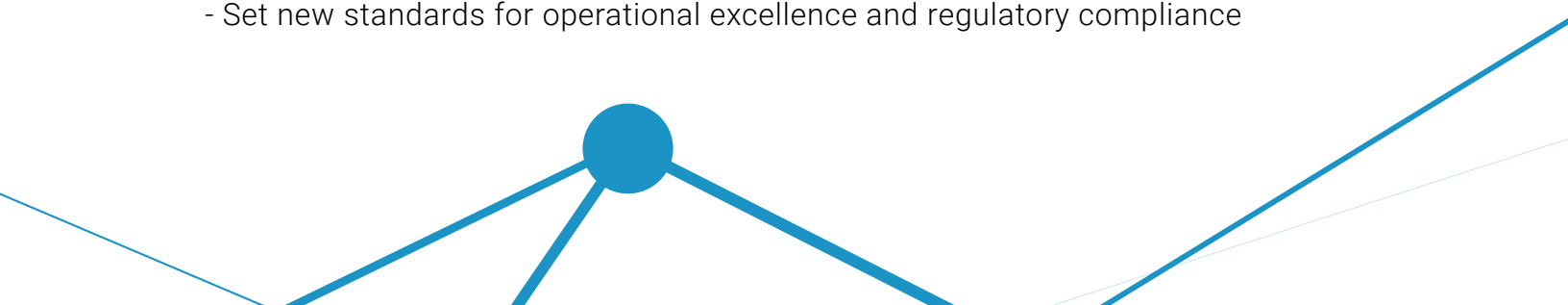
The Challenge ▶

In the ever-evolving landscape of healthcare, a leading not-for-profit health plan serving 3.5 million individuals in the mid-Atlantic region faced a critical crossroads. With outdated provider data management technology and increasing government mandates for data accuracy, the organization found itself grappling with:

- Manual, siloed processes draining valuable resources
- Operational inefficiencies threatening regulatory compliance
- Fragmented data across departments, hindering visibility and decision-making

The stakes were high: without a comprehensive overhaul, the organization risked falling behind in an industry where data accuracy and efficiency are paramount.

Recognizing that incremental changes wouldn't suffice, the health plan embarked on a bold journey to revolutionize its provider data management. Their vision? A cutting-edge system that would:

- Unify data management across the entire organization
 - Enhance interoperability between systems
 - Proactively resolve provider network issues before impacting claims
 - Set new standards for operational excellence and regulatory compliance
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Virsys12 and the V12 Network solution accelerated the decision making process...

The Solution ▶

Enter a groundbreaking partnership with Virsys12 and the implementation of the V12 Network Pro package, this powerful combination delivered:

1. A 360-Degree Provider View: A comprehensive profile for each provider, ensuring accuracy across Medicare, Medicaid, and commercial plan offerings.
2. Real-Time Credential Verification: Seamless API integrations with CAQH ProView, Sanctions Track, and VeriFide streamlined the credentialing process.
3. Intelligent Workflow Automation: Leveraging Salesforce's Health Cloud, Shield, Connect, and Einstein Analytics to optimize provider lifecycle management.
4. Unified Data Source: Eliminating silos and boosting data accuracy across the organization.
5. Scalable and Flexible Architecture: Built on the robust Salesforce Platform, enabling swift adaptation to evolving regulations and business needs.



The Results ►

The implementation of this innovative solution yielded transformative results:

- 50% Reduction in provider onboarding time
- 99.9% System Availability, minimizing downtime and data inconsistencies
- 95% User Satisfaction on day one, thanks to a modernized UI
- Significant Improvements in regulatory compliance scores
- 60% Faster Deployment of new provider network initiatives

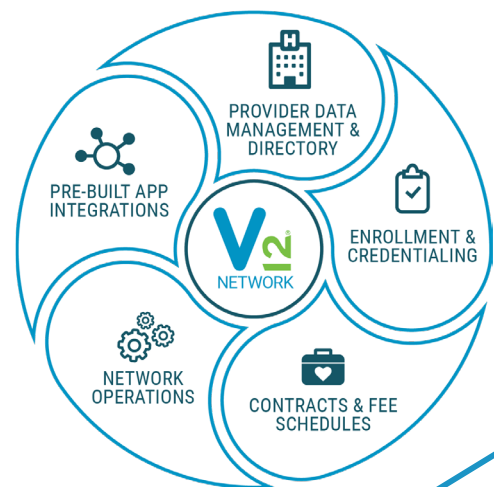
Beyond the numbers, the organization experienced:

- Enhanced provider services with more accurate provider data
- Improved data integrity with real-time updates
- A future-ready infrastructure poised for growth and adaptation

This success story illustrates the power of embracing innovative technology in healthcare management. By partnering with industry leaders and implementing a comprehensive, data-driven solution, this health plan not only solved its immediate challenges but positioned itself at the forefront of the industry.

For healthcare organizations facing similar challenges, this case study serves as a beacon of possibility. It demonstrates that with the right vision, partners, and technology, it's possible to transform provider data management from a pain point into a powerful competitive advantage.

Are you ready to revolutionize your provider lifecycle management process? The future of efficient, compliant, and easy to use system is within reach.



About Virsys12

Virsys12 empowers healthcare organizations with the technology needed to eliminate inefficiencies in provider data management and workflow processes. Through customized applications that simplify provider network and lifecycle management, our solutions address a variety of use cases, including provider onboarding, credentialing, contracting, network operations, and data management. Our leading SAAS products, V12 Network and V12 Provider Data Engine (PDE), help streamline processes, improve communication, and ensure accurate and up-to-date information about healthcare providers within a network.

Provider Lifecycle Management



Available on the
Salesforce AppExchange!

Digital 360 Consulting



Managed Services

- Salesforce support services
- Access to Virsys12 certified consultants, developers, and architects
- Supplemental to Salesforce Premier Success Support

Ask Us About Our Integrations With:



PROVIDERTRUST



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