

# The Success of Innovative Solutions

Central Health now manages multiple physician networks at the click of a button

## Central Health MSO, Inc.

Unlimited  
Innovations  
inc

### ► The Client Requirements

As its Medical Network became more geographically dispersed, CH was faced with the challenge of managing a diverse network of physicians, IPAs and contracted health plans. The problem was further accentuated by the individual network parties having internal customized billing systems, reports, and operations. The need for information to be centrally located was crucial.

The process of paper transactions, faxes and manual data entry needed to be changed if Central Health MSO, Inc. was going to be able to efficiently and effectively manage operating costs and provide timely healthcare services to its members. Further, the entire process left plenty of room for errors that then caused incorrect data entry and illegible faxes. It became almost impossible to trace paper trail for health plan audits and so actions were set in place to find a solution.

### ► The UI Solution

Unlimited Innovation, Inc. (UI) was quickly able to assess that the solution had to be web-based and scalable to allow CH to easily manage a dispersed, growing provider network. The solution had to be able to sync up the existing data, with the individual physicians' billing systems and with each IPA's Claims Adjudication System (EZ-CAP®) at regular intervals. The solution had to be implemented quickly, with zero downtime of existing systems.

The solution consisted of the two following parts:

- Physician's Neighborhood - physicians could submit claims and referrals online check patient eligibility and downloads patient e-lists
- Administrator's Neighborhood - where Administrators belonging to the IPA could process referrals and claims and review member eligibility records

All of these parts integrated together created a complete solution that exceed Central Health's needs and expectations.

### ► The Client

Central Health MSO, Inc. (CH) is a Management Service Organization formed in March 1999 by a group of physicians interested in servicing the needs of providers in the Managed Care industry. CH seeks to provide its Independent Physician's Associations (IPA), Medical Groups and Managed Hospitals a coordinated, cost-effective delivery system for healthcare, maximizing their growth and profit while also maximizing the quality of care available to its members.

Currently, CH manages four IPAs and one Hospital. The organization is well served by a distributed network of Primary Care Physicians, and a large number of specialists. The largest of its IPAs (Physician's Healthways) boasts an impressive network of 2,900 providers, of which 300 are Primary Care Physicians, and a monthly membership of around 80,000 members. CH contracts with more than 10 different health plans, providing a wide range of benefits to its diverse patient population.

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## ► The Technology

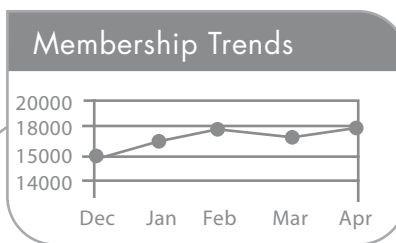
UI is a Microsoft Solution Provider and the solution was developed using Microsoft tools and technologies. The software front end was developed using Active Server Pages and JavaScript scripting language. The back-end was developed using Microsoft SQL Server 2000. The application is hosted on Internet Information Services (IIS) 5.0. Seagate Crystal reports is the reporting tool used. The development tools used were Visual Interdev, Visual Basic, Microsoft Query Analyzer and Visual Source Safe 6.0.

## ► The Benefits

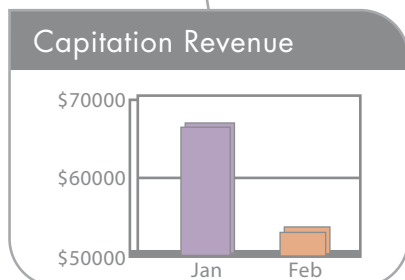
CERECONS allowed Central Health to now achieve:

- \* An ROI of over 80%
- \* A reduction of electronic claims expenses
- \* Electronic claims and referrals submission capabilities simplified data collection
- \* Real-time referral processing and approval reduced costs and increased the percentage of referral timeliness
- \* Support for electronic claims processing reduced claims payment time
- \* Up and running reporting systems with no impact to existing systems

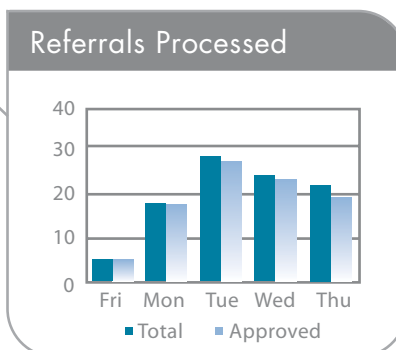
## ► Dashboard Highlights



Track eligibility growth and other demographic changes



Compare revenue and expenses for the current period based on capitation and claims



Monitor efficiency of handling authorization requests

Unlimited Innovations Inc., a California-based company established in 1996 is a leading Software Solutions Provider. We provide Systems Integration, Consulting and Development services on all platforms ranging from the latest XML and ASP-based web applications, Oracle and SQL Server database applications to Integration with Legacy Mainframe and UNIX systems.

Our Microsoft Certified Staff is available to meet your needs in all the latest Microsoft Technologies including Windows 2000, SQL Server 2000, Exchange 2000, Visual Studio and the .net Enterprise Servers.

From mid-size to Fortune 50 organizations, our experts are experienced in designing enterprise-wide architectures and developing IT Strategic Plans.

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