



## SUCCESS STORY

---



## Health Care Management:

### Cost Savings without Service Suffering

---

Healthcare services companies have never been in a more precarious situation than over the last few years. Uncertainty and the need to cut costs while improving the services provided to their client-base has proved a difficult landscape to navigate. While data automation can help alleviate some of the challenges these organizations are facing, costs and vendors of such solutions aren't always sensitive to the unique needs of the healthcare industry.



MEDIUM SIZED HEALTH CARE  
COMPANY

**Location**

HQ: US  
SUPPORT CENTER: INDIA

**Type**  
HEALTHCARE

**Technology**

- .NET base proprietary BI platform
- Dashboards
- Analytical Views
- Analytical View Builder
- RB3 Report Builder
- SSRS - SQL
- SQL 2005
- SSAS - SQL Analysis Services
- SSIS - SQL
- Excel-based ETL parameter management
- Excel

## THE CUSTOMER

The client is a medium-sized US company with an off-shore support center in India. This organization provides a variety of post-treatment healthcare services to members of US insurance companies, by engaging highly-trained clinical staff members. These clinical staff members are supported by IT applications that involve the use of analytics and tracking tools for efficient and targeted healthcare management.

## THE CHALLENGE

The client sought an IT solution that would provide automated support to its clinical staff and would help reduce the cost of the services it provided while still maintaining a superior level of service to their clients. The objective was two fold:

- Reduce waste and abuse of drugs being used
- Ensure patient compliance with post-treatment medical care

## THE SOLUTION

Visvero proposed a solution based on a Microsoft platform which would consist of the following components:

- An ETL tool that processed data provided by the insurance companies. This information included data related to members such as prescriptions, physicians and pharmacies.
- Error detection and management of errors until they are corrected. Error data is recycled by getting corrected data from the insurance companies.
- Scoring of members for eligibility for health care and monitoring services. For example, members with low spending on prescriptions are excluded, but if any severity in conditions are detected they are then included.
- Activity control: This is a unique and innovative feature of the solution. Once members are scored as eligible, a variety of checks are performed by IT tools. For example, a review of drugs used and health conditions detected are validated by an expert tool which in turn reports anomalies in drug use by dosage, any conflicts, etc. This expert tool is executed within the ETL process to report members needing clinical staff support. A number of activities are then planned for the target members, including:
  - Calling members: A list of members is provided every day to clinical staff who would talk to members, explain the need for care and ensure consent for service is received.
  - Sending Reports: Reports of drug use anomalies are sent to Physicians.
  - Suggesting a plan for changing drug use.
  - Tracking the adoption of the plan.
- Data warehouse database and cube consisting of longitudinal data.
- Reporting and analysis of health care service levels and their impact. This included a set of dashboards, analytical views and reports.
- The solution provides a tool that can be used by business users to build new analytical views or reports from the cubes or data warehouse. Ad-hoc

analytical requirements can be met without writing new software.

- The tools allow exploration of correlations between different diseases, treatments, drug use aberrations, etc.



## THE RESULTS

This solution has been operational for over a year and is consistently supported by the team at Visvero.

The client has realized a reduction in day-to-day IT intervention for meeting business users need for error detection, data correction, activity management, generation of call lists, letters, faxes, etc. As a direct result of the automation introduced by Visvero's solution there is a significant improvement in service level to their customers while reducing service cost.

In addition to the operational efficiency provided by the solution, the analytical tools have provide significant support to clinical staff that are now empowered to learn about anomalies and aberrations in drug use and missed health care measures.

Insurance companies are provided on-line reports, updated daily, about their members health care status and details about physicians responses (or lack thereof) to drug use recommendations. Finally, insurance companies receive reports about heath care service levels and outcomes via the on-line reports.



# Year One Savings

# Process Improvement

# Ongoing Solution Support

## ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

## WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-life cycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

## HOW WE HELP: LIFE SCIENCES & HEALTH CARE

With most health care organizations having numerous underlying clinical, financial and resource planning systems, it is no wonder that there is an inability to access, aggregate and analyze relevant patient data. At Visvero, we strive to organize your data in such a manner that you have a holistic picture of a patient's health or clinical process across functional and treatment areas.

Visvero enables pharmaceutical and life sciences organizations of all sizes to make the right decisions, despite increasing regulation and unpredictable market conditions. Life sciences companies need insight into every area of their business — clinical R&D, manufacturing, compliance, supply chain and finance. Visvero provides this insight intuitively by using visually appealing interfaces that are analysis-ready. These could be in the form of an online portal, executive dashboards, scorecards, heat charts or other integrated reporting models.



Contact us today at [info@visvero.com](mailto:info@visvero.com), 855-VISVERO, or visit [visvero.com](http://visvero.com) for more information