



**E\*ENROLLMENT<sup>®</sup> INTEGRATED ENROLLMENT & CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**

**E\*enrollment<sup>®</sup> - one of the E\*HealthLine Customer Relationship Management (CRM) Solutions.**

In an on-going effort to maintain a competitive advantage in the ever-challenging healthcare arena, E\*HealthLine and their valued Business Partners, can collaborate in providing innovative Customer Relationship Management (CRM) solutions. These integrated solutions provide access to medical information crucial to healthcare organizations, including patient data, profiles, histories, records, and more. Information you can use to develop sound strategies on which to grow your organization and operate more effectively.

E\*enrollment<sup>®</sup> enables healthcare organizations to successfully integrate member, provider, health plan and employer group information throughout the entire life cycle. E\*enrollment<sup>®</sup> offers comprehensive health insurance functionalities that enables Health Plans, Subscribers, Employers and Providers to access one common set of information including policy, eligibility, benefits, authorizations, billing and claims status, as well as track all interactions across the system. E\*enrollment<sup>®</sup> functionality supports physician practice management/appointment scheduling, provider relations, network contracting, and credentialing activities, and is uniquely tailored to serve all key stakeholder needs across multiple product lines of insurance and product types on a 24x7 "real time" basis.

The CRM's integrated system functionalities provide accurate and timely information, and readily accessible, patient safety is improved, delays are prevented, costs are reduced and relationships are strengthened. Overall, E\*HealthLine and their Business Partners can assist in:

- Building stronger and loyal relationships with patients, members and providers;
- Providing patients, members and providers with immediate Internet based information;
- Reduction of costs and increased productivity;
- Utilization of existing data, providing faster, accurate decision making.

**E\*enrollment<sup>®</sup> Health Plan Enrollment Solutions for Medicaid recipients - Physician Scheduling:**

- Ability to identify physician availability on-line on a "real-time" basis.
- Ability to assign member to physician at "new enrollee" point of communication.
- Ability to view and access assigned physician schedules.
- Ability to schedule member appointment with assigned physician schedule.
- Ability to work w/assigned IPA/Group to "block" physician schedules to allow health plan representative to schedule "new enrollee" appointment.
- Initial Health Assessment (IHA) within 120 days of enrollment (over 18 months).
- IHA within 60 days of enrollment (under 18 months).
- Ability of health plan representative to schedule physician appointment on-line during any follow-up communications w/member.
- Ability to identify CHDP eligible member scheduling compliance.
- Ability to identify CCS level services immediately through system generated CCS service coding initiatives.
- Ability to view "real-time" utilization and reporting data for CCS, CHDP, etc.

*"Specializing In The Standardization Of Global Healthcare Management"*

## E\*enrollment<sup>®</sup> - Health Plan Enrollment Solutions for Medicaid recipients - Patient Tracking:

- Ability to identify patients on-line who are not scheduled within 30 days w/their physician.
- Ability to identify patients on-line who are not scheduled within 60 days w/their physician.
- Ability to track 15 day letter communication from physician to member to schedule appt.
- Ability to track 75<sup>th</sup> day of non-scheduled physician appt.
- Ability to document within the physician patient "tracking log" all communication attempts w/pt, etc.
- Ability to review Periodicity Health Report on an on-line "real time" basis with provider, IPA/Group based on scheduled and appointments "arrived i.e. Checked In" within the physician schedules. Reduces waiting time for PM160 forms through standard claims/encounter processes.
- Ability to identify medical conditions on-line during IHA.
- Ability to track treatment within 60 days of diagnosis during IHA.
- Ability to track CHDP visit compliance.
- Ability to monitor and track on-line all program service requirements.

E\*enrollment<sup>®</sup> transformation begins when a healthcare organization decides to become more customer-centric and addresses the necessary IT requirements. Executing a CRM strategy requires long-term planning, synchronization with market dynamics, and resource commitments. The formation of a foundation for a dramatic shift in customer-interfacing behaviors, healthcare organizations must have integrated systems and share common customer-interaction channels. True business transformation, require healthcare organizations to ultimately submit to the challenge of re-engineering their cultures, processes, and IT environments.

The healthcare industry is under pressure to improve offerings and service while reducing expenses. While the organization structures differ across various coverage and care delivery, many of the challenges faced by healthcare organizations across the globe arise from similar conditions:

- Increased administrative costs;
- Increased medical costs;
- Pressure to maintain or reduce premium rates;
- Complex coverage contracts and rules;
- Stakeholder dissatisfaction;
- Regulatory and legislative changes.

E\*enrollment<sup>®</sup> technologies enable greater customer insight, increased customer access, more effective interactions, and integration throughout all customer channels and back-office enterprise functions. CRM is a business strategy organized around customer segments that fosters customer-satisfying behaviors and implements customer-centric processes.

Providing **Maximum** Patient, Member and Provider Satisfaction, ALL...While Reducing Costs.

Whether your client bases are patients, members, or providers, those you serve are your most precious asset. As a direct result, it's becomes extremely advantageous to deliver each individual with a comprehensive integrated "Patient-Provider-Health Plan".

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