



# Leveraging an Integrated Claims Paradigm

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As investments in claim technology increase, a key priority among organizations is the need to create an integrated, one-system claim management infrastructure. In the past, organizations were burdened with legacy systems that were resistant to change and system integration. As organizations began to implement new technology to handle different aspects of the claim process and related insurance functions, they inevitably ended up with separate silos of information and barriers to efficiency.

## The Mighty One-System

New Internet technology now provides the means to create a “one-system” platform. This new solution is designed to manage multiple lines of insurance, including workers’ compensation, general liability, property, auto, professional liability, and disability, to name just a few.

Rather than utilize cumbersome data transfers, once disparate systems — such as bill review, policy underwriting, case management, billing, and events management — now sit on the same platform and seamlessly exchange information. The one-system design is highly interoperable and can be interfaced with related applications, such as human resources and finance systems, to achieve further consolidation.

All claim material is housed in one centralized location, allowing individuals to access information and collaborate toward improved outcomes and savings. By bringing all these features, functions, and data together into a one-system solution, organizations are empowered to re-engineer workflow, enhance productivity, and optimize performance and results. With an integrated platform, organizations yield four new claim management “powers:”

- 1 **Supercharged Efficiency.** Every year, the property and casualty claims industry spends \$11 to \$14 billion on inefficiency, overpayment, and waste, or what the industry refers to as “claims leakage.” A one-system solution helps to manage and automate claim workflow to rein in these losses. Instead of tying up valuable adjuster resources with administrative functions, the system utilizes automation tools — such as automated forms, rules-based workflows, and diary systems — to fulfill routine tasks, saving organizations as much as 20 percent in adjuster time and labor.
- 2 **Quality Control.** Consistent, quality handling is a primary challenge in claim management. With workflow management tools incorporated in a one-system solution, organizations optimize resources, ensuring a complex claim is routed to the adjuster with the right level of experience.

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Therefore, claim managers are empowered with heightened capabilities to oversee the overall quality of the process. They can conduct concurrent online audits to confirm that policies and procedures are consistently followed throughout the claims enterprise. They receive automated alerts when high-risk claim activity occurs, such as dramatic increases in reserves. Claim managers use these oversight tools to fine-tune operations and ensure cost-containment occurs at key junctures of the process.

- 3 **Improved Claims Collaboration.** The complexity of claims requires the collaboration of many different specialists and expert resources. In order for these claim professionals to achieve best-possible outcomes, they need access to information. A one-system solution consolidates all necessary data — from medical bill analysts, nurse case managers, and the policy department. Insurance professionals can then benefit from a complete picture of losses and risk, and can optimally perform their respective claim-management roles.

With its enhanced communication tools, the one-system solution is inherently collaborative. For example, a claims adjuster can send an e-mail to the company’s defense attorney with a guest hyperlink to a relevant claim. The lawyer clicks on the link to review critical information. This online communication provides transaction cost-savings and reduces the bottlenecks in sharing information, such as waiting for callbacks or exchanging paper files.

- 4 **Claims Intelligence.** Organizations have gathered a sizable amount of claim data. Most information, however, has traditionally been tied up in paper files or information silos. A one-system platform overcomes barriers to comprehensive claim intelligence. The system utilizes document-imaging to facilitate a more electronic claim file. Comprehensive data can then be “sliced and diced” with powerful and flexible data analysis and reporting capabilities. Leveraging the Internet, these reports can automatically be distributed to various stakeholders to enable enterprise-wide monitoring of key performance measures.

In a market ready to invest in claim technology, the future looks bright for an integrated one-system solution. This platform provides organizations with significant power in claim management, including efficient workflow, cost-control, collaborative capabilities, and claim intelligence — all of which helps to establish a competitive advantage in the marketplace. ☒

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