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Consolidating Claim and Policy Information In a One-System Solution

By Randy Wheeler

Many insurance companies and risk pools utilize separate information systems for claim management, policy administration, rating, and billing. In fact, some organizations even utilize several different policy systems to service their various lines of business. These redundant and disparate systems create a disjointed infrastructure and separate silos of information. Such a cobbled-together IT infrastructure results in inefficiency, manual workarounds, and an inability to adapt quickly to today's competitive and ever-evolving business environment.

As a result, today's insurers are demanding a more integrated and automated platform that operates across the enterprise, enabling data integration, seamless sharing of information, and a high level of automation across both claim management and policy administration.

To respond to these demands, Valley Oak Systems has developed the iVOS Policy Administration System as part of its one-system solution suite. This policy system offers a wide array of capabilities to assist insurance companies and risk pools in processing and administering policies, as well as underwriting and rating coverage. iVOS is highly flexible and can be customized to meet any insurer's business needs with the following features and benefits.

Flexibility and Agility. In a rapidly shifting market, business needs and regulatory requirements may change in a matter of weeks. Insurance companies must respond quickly, offering new products and adjusting premium rates. Traditionally, it could take up to 18 months to make corresponding system changes to legacy applications. With iVOS' modern platform, insurers can make modifications on the fly. Business users perform customizations on their own without the need for a programmer to develop code. In addition, iVOS offers a highly flexible rating engine that enables insurance carriers and risk pools to "plug in," and when appropriate, modify their unique rating algorithm

or premium calculations to automate their underwriting process.

Comprehensive Policy Control. iVOS provides insurance companies with a complete set of features and capabilities to handle all policy transactions—including new submissions, renewals, amendments, rewrites, reinstatements, cancellations, and out-of-sequence endorsements, as well as complete auditing capabilities—for all lines of business.

Powerful Data Analysis and Reporting Tools. From a management perspective, iVOS provides real-time intelligence to holistically manage an insurer's book of business. The system is able to analyze policy, claims, and risk information; users create and modify reports using easy-to-use configuration capabilities. Carriers leverage these analytical tools to achieve business objectives in profitability, growth, and market share.

Leveraging Claims Information for Underwriting. Underwriting professionals often require claims data to rate, bind, and renew policies. For example, many insurers utilize an experience rating or modification factor that takes claims and loss experience into consideration when rating accounts. With the iVOS one-system solution, claims information is seamlessly shared with the policy system. iVOS automatically pulls together real-time claims and policy information for actuarial reports. Insurers can easily compute the modification factor and use the rating engine to calculate premiums.

Increased Through-Put. Most underwriting is performed with labor-intensive operations, manual data entry, and spreadsheet-based calculations that are prone to error. To replace this inefficient process, iVOS offers a sophisticated business rules engine that automates policy workflow, improves underwriting decision-making, and enhances the rate of straight-through processing. By leveraging rules, insurers are able to incorporate their expertise and knowledge into the system, as

well as automate mundane tasks, thereby reducing overhead and operational costs, and focusing more time and attention on building customer relationships and improving customer satisfaction.

On-demand, Browser-based Platform. Legacy systems lack the ability to interact with customers and agents over the Internet. Unlike other antiquated systems that are Windows- or mainframe-based applications with a Web front-end, iVOS is truly browser-based, meaning the system is native to the Net. As a result, it provides on-demand "anytime, anywhere" service and user-friendly online capabilities to meet Internet-age expectations. For example, agents can submit client information online; insurers can quickly assess the risks involved and price the policy accordingly. On accounts that require more information, "back and forth" communication occurs efficiently through real-time connectivity between insurer and producer.

A One-System Solution. Insurance companies can also leverage iVOS as a one-system solution, utilizing additional modules—such as claims management, medical bill review, events management, case management, and billing—to support their complete workflow, insurance processes, and business objectives. For example, iVOS offers an integrated billing module that efficiently invoices clients for premiums.

Throughout the years, carriers have differentiated themselves based on product and pricing. Today, the iVOS Policy Administration System can provide insurers with a competitive advantage. Its modern infrastructure and highly flexible business rules and rating engine enable insurers to optimize their underwriting and rating processes for optimal business performance. ■

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