

# Presbyterian Healthcare Services Streamlines Complaint Handling with Oracle's Siebel CRM and Fujitsu America



## Challenge

Presbyterian Healthcare Services is the largest provider of healthcare in New Mexico, providing care for more than 700,000 residents each year. The private, nonprofit organization spans eight hospitals, a health plan and a growing medical group. Presbyterian offers care at more than 30 locations and handles more than 1.2 million patient visits a year. Together, the organization's hospitals, physicians, caregivers and insurance plan serve one in three New Mexicans every year.

As a growing healthcare organization committed to delivering high-quality care, Presbyterian knows how important it is to listen to its customers. Feedback in all its forms—including complaints and grievances—help drive the organization's continuous quality improvement programs. Moreover, if it fails to respond to complaints in a timely manner, Presbyterian can face steep fines from regulators such as the New Mexico Department of Insurance, U.S. Centers for Medicare and Medicaid Services, and NCQA as part of its National Accreditation for Excellence.

The challenge for Presbyterian was to create a consistent and scalable complaint-management process across the entire enterprise and ensure fair and timely responses to every complaint and grievance. The organization also wanted a powerful but easy-to-use system for compiling and analyzing complaint data to track trends and streamline reporting to regulatory agencies.

## Solution

After conducting focus groups with customers and employees to better understand their needs, Presbyterian chose Oracle's Siebel CRM solution to form the backbone of its new enterprisewide complaint management program (EWCM). Siebel CRM provided the comprehensive, scalable platform that Presbyterian needed to capture the "voice of the customer" while ensuring a consistent, rapid process for handling complaints, grievances and appeals from any customer or member.

Presbyterian turned to Fujitsu America to design and implement the new EWCM program. Fujitsu brought deep expertise in the healthcare industry and a systematic Six Sigma methodology for prioritizing objectives and designing the solution.

The solution offers multiple feedback channels that plug into an easily accessible repository. Centralizing data onto a single platform allows Presbyterian to track complaint response times, target problem areas and respond to complaints more effectively. The system also generates insightful, results-oriented reports that help the organization formulate plans to improve customer service.

By providing an auditable process for tracking complaints, the Oracle and Fujitsu solution makes it easier for Presbyterian to comply with government and industry regulatory requirements. "Being able to consistently meet regulators' time lines to answer complaints is a major win for our organization," says Kim Pohl, director, Enterprise Complaint Management for Presbyterian.

## Presbyterian Healthcare Services

HEADQUARTERS: **Albuquerque, New Mexico**

FOUNDED: **1908**

INDUSTRY: **Healthcare**

EMPLOYEES: **9,500**

### PRODUCTS AND SERVICES

- Oracle's Siebel CRM
- Oracle Database

### BENEFIT HIGHLIGHTS:

- Established enterprisewide system for capturing "voice of the customer"
- Leveraged feedback to improve health services
- Provided a responsive, auditable complaint-management process that complies with regulatory requirements
- Centralized data on a single platform that is easily accessed throughout the organization
- Generated actionable reports that help drive customer improvement initiatives

**"By using a centralized approach that allows our data to be easily accessed on a single platform, we are better able to identify enterprisewide trends and themes and share that knowledge across business units."**

**KIM POHL**  
DIRECTOR, ENTERPRISE COMPLAINT MGT.  
PRESBYTERIAN HEALTHCARE SERVICES

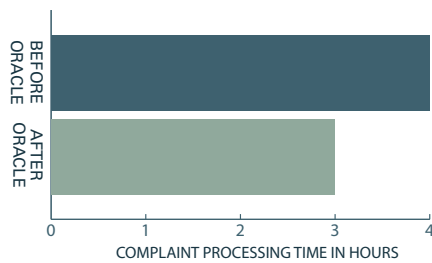
**Results**

The Siebel-based complaint-handling solution has yielded a host of tangible benefits for Presbyterian Health Services.

- Shortened cycle time for processing customer complaints from four hours to less than three hours per employee per customer
- Increased capacity for handling customer complaints by 55 percent
- Handled a higher volume of complaints with fewer staff
- Resolved 100 percent of all complaints within 7 days, compared to 65 percent previously
- Acknowledged 100 percent of complaints with a phone call within one business day
- Acknowledged 93.5 percent of complaints with a letter within one business day and 100 percent within two days
- Increased employee satisfaction because of better ability to address patient complaints; staff retention rates have increased since implementation
- Increased staff productivity by 25 percent
- Encouraged other departments at Presbyterian to consider Siebel CRM—including the Customer Service Center, which is implementing the solution at its call center

**Benefits at a Glance**

25% FASTER COMPLAINT PROCESSING



**“Our previous customer complaint handling process only captured data for the health plan. We did not have a process to handle complaints on the care-delivery side of the business. With Oracle’s Siebel CRM, we now have a customer complaint handling process that works across the entire organization.”**

**KIM POHL**  
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