

SIEBEL HEALTHCARE SOLUTIONS



KEY FEATURES

Member Service

- Member dashboard
- Task automation
- Guided call scripts
- Member-specific alerts
- Claim, referral, authorization status
- Provider profiling
- Geography-based provider location
- Automated appeal and grievance procedures
- CTI toolbar and integration
- Multistakeholder service (member, provider, agent/broker, group administrator)

Provider Relations

- Claim, encounter, contract and payment history
- Affiliation and admitting privilege tracking

Member Portal

- Inquiries
- Benefits and eligibility check
- Form and literature lookup
- Geographic provider locator

Group Portal

- Census updates
- Add/Change/Delete and Life Events
- Account servicing

Provider portal

- Inquiries and eligibility checks
- Claims, referrals, authorizations
- Profile updates

Oracle's Siebel Healthcare offers rich relationship management solutions designed specifically for health insurance, employee benefits, and care delivery organizations. It enables organizations to successfully manage relationships throughout the entire customer lifecycle, across all stakeholder touchpoints.

A Flexible Platform

This fully Web-based application provides a flexible platform for identifying new opportunities and expanding upon existing business relationships. Because we recognize that success comes from relationships with the expanded community of stakeholders, Siebel Healthcare's applications focus on the expanded healthcare ecosystem: insurance subscribers, health plan members, employers, group administrators, independent brokers, direct sales channels, health systems, physicians, hospitals, networks, and ancillary providers.

By leveraging Siebel Healthcare's prebuilt solutions for the healthcare industry, organizations can

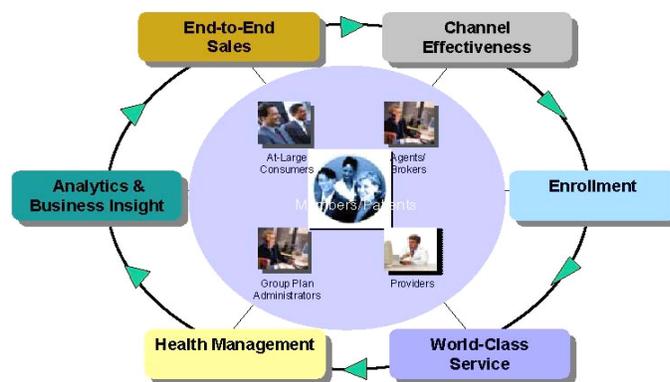
- Gain visibility into business trends or issues, enabling immediate action
- Increase retention by responding to the decision issues and pain points for each account
- Improve sales close ratios by proactively managing relationships with brokers, agents, and consultants and improving quote turnaround time
- Increase conversion of leads to prospects with integrated campaign and marketing capabilities
- Improve productivity through enterprisewide automation, proactive alerts, and lower training times
- Improve stakeholder satisfaction with consistent, seamless service across multiple channels

Low Total Cost of Ownership

At the base of any component of the Siebel Healthcare solution is the robust Siebel e-business architecture. All Siebel products are available in multiple languages and currencies, across a variety of databases and platforms. Organizations deploying Siebel Healthcare solutions will find a robust set of products aimed at lowering total cost of ownership.

- Ability to maintain organization-specific application changes and still leverage new features in each Siebel Healthcare release using our upgrade tools
- Embedded best practices and automation in every deployment

- Prebuilt healthcare-specific functionality to reduce implementation and integration time and efforts
- Intuitive user interface that reduces training time and improves employee satisfaction
- A proven implementation methodology that improves speed to market
- The ability to implement specific areas of the solution to solve the most pressing needs of today while being able to add incremental functionality in the future on the same architecture platform



Siebel Healthcare provides straight-through management with all stakeholders involved in the marketing, sales, and service of health plans.

The Siebel Healthcare Solution

The Siebel Healthcare solution focuses on channeling information to and from key stakeholders, automating processes, and providing intelligence to the healthcare organization to improve its business. Solutions exist for a variety of healthcare organizations, including:

- Health plans/managed care organizations
- Health insurers
- Employee benefits carriers
- Providers and other care delivery organizations
- Health agencies



Siebel Healthcare Analytics includes prebuilt dashboards, such as this one for sales executives.

Analytics and Business Insight

Healthcare organizations have vast amounts of data but often do not have the tools to bring the data together for useful business information and planning. Multiple systems, even multiple systems with the same function, such as claims systems, complicate the problem of bringing together information.

Siebel Healthcare Analytics provides a solution for gathering information from multiple data sources. Designed specifically for healthcare organizations, this solution focuses on bringing relevant information to the desktop in an easy-to-use format that allows for ad hoc reporting by the business user.

- Fully interactive
- Ad hoc reporting
- Spans any data source
- Alerts
- Prebuilt reports for executives and department managers

Organizations leveraging the Siebel Business Analytics application will have visibility into important trends and issues and the insight to identify root causes within a time frame that leaves the possibility open to solve or head off issues or an opportunity to take advantage of positive trends. A senior executive can look at a snapshot of the business based on key metrics such as medical loss ratio, close ratios, retention rates, and claims turnaround times. A service manager can receive an alert about a potential increase in claims turnaround times and intervene before costly fines are applied. A series of new wins based on a new plan offering can give a sales executive insight into opportunities to close other business.

End-to-End Sales Enrollment

Health plans recognize the opportunity to increase productivity by streamlining their sales, installation, enrollment, and renewal processes. However, many companies

are using multiple systems for campaigns, opportunity management, product selection, proposal generation, and other parts of the process. In many cases, the information may not be captured by a system at all. This results in slower turnaround times, lower close ratios, higher account turnover, lower renewal rates, and longer installation and enrollment times.

Siebel Healthcare's solution for end-to-end sales and enrollment focuses on the automation of the full sales and installation efforts, with a goal of straight-through processing of all information. Improved automation in this area helps organizations improve close ratios, increase retention, and improve turnaround times.

The solution is available for organizations servicing large and small groups as well as the individual segment. Customers can choose to implement the solution in full, or they can focus on a single element or set of processes, such as small-group enrollment. The major components of the end-to-end sales and enrollment solution include the following:

Siebel Marketing Automation

The solution automates management of marketing campaigns over multiple channels: direct mail, Web, phone, and e-mail.

Siebel Sales Force Automation

Opportunity management, including opportunity and account assignment, with multiple sales methods is supported. Sales effectiveness tools include analysis of organization influencers, overview of key decision issues, competitor overviews, and automatic presentation or proposal generation. Sales management tools such as forecasting, expense reporting, and automated compensation increase productivity. The solution includes support for remote users in field sales organizations as well as internal sales managers and internal telesales operations. Organizations can share information across sales teams (including agents and brokers) to more effectively manage an opportunity or account.

Education and Quick Quoting

Web-based tools for quick quoting and plan finders allow prospects and their brokers to select the plan that's right for them.

Group Casebook Processing

The health insurance sales process involves multiple steps, with many different types of documentation required along the way. This is especially true for group sales. With Siebel Healthcare, organizations can keep track of detailed company information, multiple census versions, divisions, employee job classes, health risk assessments, and desired coverages.

Plan Design

For organizations serving large groups, Siebel Healthcare offers a solution to model benefit plan designs based on any rules the organization needs enforced, including regulatory mandates, underwriting rules, and logic rules.

Enrollment

The final step in the sale is enrollment of a member. For group sales, this process is actually an additional selling process in the case where the group member has

options to choose from. Siebel Healthcare's solution supports the setup of groups with a final census for enrollment, allowing for multiple benefit products and plans. The solution also supports setup of dependents and coverage information and all other information required for prior enrollment of individuals. The Siebel Enrollment and Group Portals provide organizations with an option to offer enrollment and support subsequent changes over the Web.

Siebel Incentive Compensation

Siebel Incentive Compensation is a solution for managing complex, dynamic variable compensation plans for numerous people. It enables a company to translate its strategic objectives into actionable compensation plans. It also accurately calculates compensation and clearly communicates plans and results to participants, whether they are internal sales and account management employees or external channel partners such as brokers and agents.

Channel-Effectiveness Solutions

Agents, brokers, and consultants work with multiple health plans and health systems, often with little information on new products and services available for each organization. The health plans and carriers work with multiple distribution channels without adequate means of tracking the performance, contributions, and service needs of these key constituencies.

The Siebel Channel Effectiveness Solutions provide the ability to track detailed information about channel partners, leveraging the Siebel Partner Management solution. By tracking the performance of channel partners, organizations can identify their "best brokers"; assess the level of penetration in their block of business; supply occasional and frequent partners with up-to-date information on offerings; and answer questions or issues from the agent, broker, or consultant about a member's or their own service issues. Organizations can add agents or brokers to their sales teams, leveraging Siebel Healthcare's Agent Portal, a robust channel-partner-focused Web application.

World-Class Service

Healthcare members are beginning to expect the same level of service from their health plan that they receive from their local retailer. Customers are looking for personalized service, consistency across channels, and 24-hour support. Health plans are looking for tools to automate business processes, reduce training times, and understand why customers are calling. The challenge lies in weaving together transaction-based information from disparate systems and making it available in a customer-centric format to multiple constituencies, across multiple channels.

Siebel Healthcare facilitates the shift from a transaction-centric focus to a customer-centric system while enabling access to the same customer information over multiple channels, such as e-mail, portals, or call centers. An organization can document each interaction or activity and then access that information for a particular customer (or provider, or broker) in order to understand why the member or provider is calling and uncover trends to improve service levels in the future.

Organizations leveraging Siebel Healthcare's service solutions can reduce call volumes, agent training time, and call handling time and move inquiries to lower-cost channels. In addition, there is an opportunity to increase stakeholder satisfaction by providing consistent information across a thread of communication that might include an e-mail; a call to the service center; and a visit to a member, provider, or group administrator portal.

Health Management

Managed care organizations, health systems, disease management organizations, and advice call centers alike are concerned with preventing illness and injury among their constituents and managing existing medical conditions. Many of these functions are performed as part of the system: during physician visits, calls to the advice center, or discussions with a case manager. However, the interactions are not always coordinated across the system and any efforts to consolidate information to improve care require the time of valuable medical personnel.

Siebel Healthcare helps reduce unnecessary demands on medical personnel's time, by providing a single source of information on the member or patient. Providers and case managers can leverage Siebel Healthcare to set alerts for the call center, access claim/encounter or medical record information, automate follow-up notices, enroll and track participation in disease management programs, and enroll patients or members in classes or clinics. The Siebel automated outreach capability allows organizations with wellness program members to be contacted, via the channel of their choice, without the labor of valuable medical personnel.

Summary

The challenges facing healthcare organizations today will remain or, in the case of medical costs, perhaps worsen. Even in this environment, healthcare organizations can still reap benefits: customer acquisition, customer retention, stakeholder satisfaction, and improved productivity and quality across the board. The most-successful organizations recognize that their only lasting, cost-effective competitive advantage is accessible, consistent, and accurate knowledge about their customers and other stakeholders, leveraged across the enterprise.

Siebel Healthcare's industry-specific functionality translates into improved productivity, increased revenues, improved satisfaction, shorter implementation time frames, and lower configuration and maintenance costs. The combination of industry-leading e-business functionality with the only healthcare-specific CRM application in the industry makes Oracle's Siebel Healthcare the most powerful and flexible healthcare application available today.

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