



Highlights:

- A comprehensive yet cost-effective solution for delivering smarter customer interactions
 - Real-time intelligent guidance that serves up the right information to customer care center employees at exactly the right time
 - A single view of the customer that ensures a seamless and continuous experience, regardless of touch point or channel
 - Dynamic interaction flow and process automation that turns every employee into an expert
 - Higher customer satisfaction, lower costs and higher employee productivity
 - Developed on a proven, reliable and flexible framework of IBM technologies
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Cincom and IBM: guiding smarter interactions

Enabling provider and payer customer care centers to optimize interactions with real-time intelligent guidance and a dynamic, unified information view

In an increasingly competitive and quickly changing industry, providers and payers face a stark new reality – today’s customers expect an efficient, personalized, high-quality experience every time they connect with a healthcare organization. At the same time, providers and payers have an ongoing mandate to manage costs, improve productivity and increase revenue.

Cincom Synchrony offers an innovative, cost-efficient way to overcome this challenge. Supported by a robust and highly flexible platform of IBM technologies, Synchrony is a powerful software application specifically designed to help customer care centers in healthcare provide smarter, streamlined experiences that deliver intended results, even for complex, cross-channel interactions that utilize multiple back-end applications.

The centerpiece of the solution is real-time intelligent guidance that automatically displays the information employees need and directs them to give every customer individual attention.

Solution overview

Healthcare providers and payers are working hard to improve the industry’s customer experience rankings, but the obstacles are considerable. Hiring, training and supervising customer-facing employees are costly. At the desktop level, agents and other customer care representatives are dealing with unprecedented complexity, from the technology they use, to the processes they follow, to the issues they are expected to resolve.

Synchrony is a smarter solution. Combining real-time intelligent guidance, a customer-centric desktop and interaction automation, Synchrony allows employees to focus on the patient or member experience instead of spending time on labor-intensive internal processes such as customer look-ups, interaction history or content research. It has also been developed to work with the healthcare-specific components of the IBM Health Integration Framework, so users can expect high reliability.



Depending on the type of interaction, Synchrony retrieves and presents critical information, pulling it from any back-end source, including an EMR. Employees can see the patient or member's entire interaction history, whether they called earlier in the day, visited a website two weeks ago, or sent an email last month. After every customer response, Synchrony identifies the next step in the process, providing context-specific language and interaction guidance.

Synchrony can adapt to customer care business models for providers, payers, third-party administrators health advocacy groups and wellness programs. The solution supports both inbound and outbound calling, as well as e-mail, web, chat, face to face, and other channels. It also works in unattended environments, making sure patients and members enjoy a clear, convenient experience when they choose self-service.

Core capabilities of Cincom Synchrony include:

- **Real-time intelligent guidance** – easily surpassing conventional scripting, intelligent guidance walks employees through every step of even the most complicated interactions, enabling them to respond quickly with personalized answers, recommendations and offers. Intelligent guidance not only suggests what employees should say – it bases the suggestions on the context of the interaction. All of this happens automatically in real-time, insulating personnel from the mundane tasks that can compromise the flow and quality of the experience.
- **Single, holistic customer view** – the Synchrony unified desktop is a web-based interface that instantly presents customer care agents and other customer-facing employees with the right information and resources for a specific patient or member. It provides a single view of data from multiple information systems, including CRM, HIM, patient management, billing, EMR/EHR and other supporting applications. Information is presented in a clean, tab-driven format that changes dynamically, so employees never have to toggle back and forth among multiple windows.
- **Seamless, cross-channel continuity** – the Synchrony desktop offers a single interface for all customer interaction channels, including phone, e-mail, IM/chat, fax and the web. During every interaction, employees can see the patient or member's complete contact history. Synchrony uses this history to guide the current interaction. From the customer's perspective, Synchrony ensures a seamless, continuous experience no matter what touch points they choose.
- **Enterprise mash-ups** – because Synchrony has the capability to display information from any back-end

application, it eliminates the need to train employees to navigate every available system. Synchrony not only pulls data from these applications, it pushes new information back and automatically delivers the data to the correct system without employee intervention.

- **Interaction automation** – Synchrony works with healthcare organizations to create custom interaction flows for every customer care center. The desktop prompts employees to complete the next step in any interaction process, ensuring compliance with regulatory and security measures.
- **Decision modeling and automation** – decision trees are modeled using the experience of the most skilled experts in the payer or provider's organization, so every interaction proceeds smoothly whether it is performed by a new employee or a seasoned veteran.
- **Success-based routing** – Synchrony can be configured to route incoming calls based on the success rates of individual employees in handling the type of call, the patient or member's demographic information and the employee's previous outcomes with similar customers.
- **Personalized follow-up** – Synchrony tracks the results of every interaction, prompts and escalates follow-up actions, and automatically generates personalized correspondence and documents.
- **Reporting and analytics** – Synchrony gives decision-makers complete visibility into customer care center staff performance, with metrics that align with specific goals.

“We selected Synchrony for its ability to present all of the content and resources our agents need to access from a single desktop.”

— Kelly Johnston, Chief Operations Officer, Health Advocate

By personalizing each interaction and guiding employees to deliver relevant recommendations, Synchrony strengthens patient and member relationships while reducing costs.

Higher quality of care – with Synchrony, healthcare providers can ensure patients receive the right care, whether they are calling to schedule an appointment or to inquire about test results. Synchrony enables patients to take a more proactive role in their own care, which can help identify serious conditions earlier. Synchrony also enables providers to acquire and retain the best patients and reduce errors that can delay reimbursement.

Competitive advantage – insurers and other payers can use Synchrony to turn high-quality member service into a differentiating competitive advantage. By increasing member accountability and facilitating proactive care, Synchrony helps reduce claims and patient readmittance. It helps retain members from preferred risk profiles. Synchrony also reduces the cost of employee training, and streamlines the entire process to reduce the total cost of claim processing and payment.

Stronger relationships – when healthcare organizations use Synchrony, patients and members notice immediately. Personalized service and individualized attention build trust. Synchrony also ensures customers get clear, concise answers to complex healthcare questions.

Cincom and IBM: a closer look

Depending upon the healthcare environment, Cincom Synchrony utilizes numerous IBM technologies and services to enhance its functionality. Synchrony is validated for the IBM Health Integration Framework, so users can expect reliable performance, flexible configurations that adapt to changing needs, and expert service before, during and after implementation.

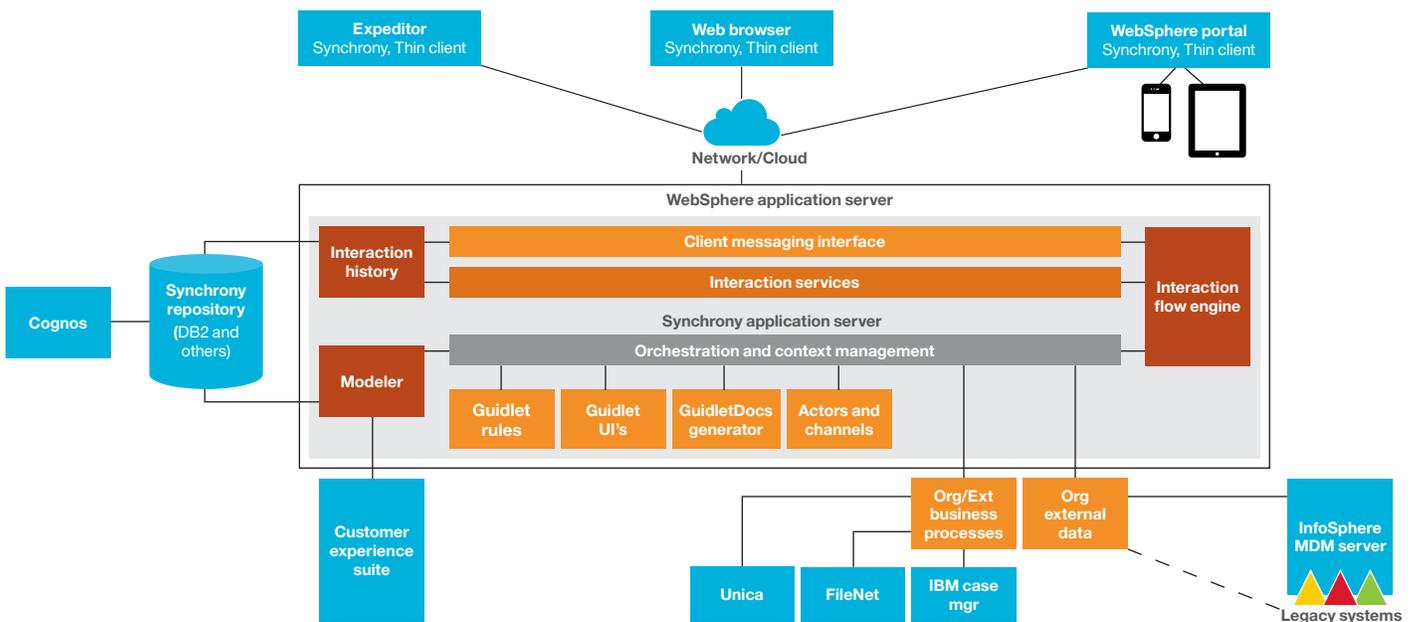
Components of the solution can include:

- Lotus® Expedito for a unified client framework, automated data exchange and single sign-on.

- IBM WebSphere® Application Server – a J2EE platform for essential application services.
- IBM DB2® – employed at the data tier, utilized as the transaction database.
- IBM InfoSphere® Master Data Management (MDM) Server retrieves customer data from a centralized data hub shared by numerous back-end systems. Its web services are consumed by Synchrony, and the resulting data guides customer care center employees.
- IBM Cognos® drives business intelligence and performance analytics.
- IBM FileNet® and Advanced Case Management provide workflow and process capabilities to manage customer cases and drive task automation.
- Tivoli® provides secure, single sign-on capabilities.
- IBM RAMP enhances Synchrony’s routing capabilities with a success-based call routing engine.
- IBM Unica provides greater customer insight and delivers highly personalized, relevant offers.
- IBM Global Business Services® provides business transformation, application and IBM software implementation, back-office integration and infrastructure implementation.

The Cincom Synchrony application integrates seamlessly with other technology components from the IBM Health Integration Framework. Configurations vary depending on the specific needs of healthcare organizations.

Cincom Synchrony solution architecture



Cincom and IBM: proven experience

Together, Cincom and IBM deliver exceptional value for healthcare providers and payers. The two companies have decades of experience in communications, hardware and software solutions for healthcare that are deployed around the world.

Cincom

- **Industry leadership** – with more than 40 years of experience, Cincom is an acknowledged global leader in guiding smarter consumer interactions in healthcare.
- **Comprehensive solution** – Cincom Synchrony is the only solution healthcare providers and payers need to deploy to create a highly productive, cost-efficient customer care center that builds strong, lasting relationships with the best customers.
- **Validation by IBM** – Cincom Synchrony is validated for IBM's Health Integration Framework, ensuring seamless integration and high reliability.

IBM

- **Global reach** – IBM works with healthcare organizations around the world, enabling them to deploy solutions using existing health IT investments and current environments at lower costs, without compromising flexibility and choice.
- **Broad portfolio** – IBM offers a comprehensive portfolio of software, services, and hardware for building, maintaining and extending IT-driven solutions in healthcare.
- **Health Integration Framework** – through the Health Integration Framework, IBM gains extensive experience providing healthcare-specific reference architectures. This framework also provides tools, transformation engines and application adapters built on acknowledged health industry standards to help cut development time and reduce costs.

For more information

To learn more about IBM in Healthcare, contact your IBM sales rep or visit:

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To learn more about Cincom, please visit:

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Route 100
Somers, NY 10589
U.S.A.

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