



Goals:

- Gain better control of document content and generation processes.
- Ensure compliance with Medicare and Medicaid state regulations.
- Improve responsiveness and personalisation of correspondence through integration with legacy applications.
- Give business users a more active role in document production.
- Reduce the demand on IT resources.
- Move into new technologies (e.g. XML, SOA and IBM® WebSphere®/MQ).
- Achieve rapid deployment.
- Acquire extensible application to scale as business grows and diversifies.

Challenge:

To implement a scalable, easy-to-use document automation solution that easily integrates with existing core applications (TriZetto®/QCSI® QNXT™).

Cincom Solution:

Cincom Document Solutions worked with Molina Healthcare to implement Cincom Eloquence™, the most intuitive document composition solution in the industry.

Key Results:

- Implementation accomplished in 19 days.
- Document development time reduced from days to hours and in some cases minutes.
- Document inventory reduced by 50% through the creation of multiple document variations, including state and foreign-language variants, based on a single document model.
- Compliance and management improved through a centralised repository for content components and document models.
- Document generation time reduced from 15 minutes to 60 seconds.
- Personalisation enhanced through direct integration with existing core enterprise application (TriZetto/QCSI QNXT) and custom interactivity built directly into document models.
- Services-oriented architecture (SOA) and open standards facilitate the rollout of additional document applications across the enterprise.

Profile in Success: **Molina Healthcare, Inc.**

Molina Healthcare Improves Member Correspondence with Cincom Eloquence™

Multi-state managed care organisation begins producing personalised documents in 19 days.



Molina Healthcare, Inc. is a multi-state managed care organisation in the United States that arranges for the delivery of healthcare services to persons eligible for Medicaid/Medicare and other government-sponsored programs for low-income families and individuals. In business since 1980, Molina Healthcare currently operates health plans in California, Michigan, New Mexico, Ohio, Texas, Utah and Washington. They have over one million members.

The Problem

Molina Healthcare generates a multitude of documents including letters, notices and similar member correspondence throughout the organisation. In some departments, the volumes have exceeded 100 member documents per day.

In the past, the majority of these documents were being generated manually by full-time staff whose only job was to assemble these documents one at a time. In most situations, individuals would call up a record from the TriZetto/QCSI QNXT enterprise application. They would then have to toggle between QNXT and a word-processing program, entering the customer data into the document by hand. In other situations where personalisation and dynamic content was needed, a mail merge was performed in Microsoft Word with data extracted from a spreadsheet or relational database – a cumbersome and limited solution.

In order to better control the increasing complexities and rising costs associated with responding to a growing and diversified member base, Molina Healthcare also had a major requirement to easily create and maintain a single document model that determines the language and state regulations for each individual member based upon real-time data. Clearly, a more extensible solution was needed.

The Solution

Molina Healthcare sought an automated document composition solution that included the following requirements:

- A solution that would integrate easily with existing systems, including the QNXT application
- An easy-to-use interface to give business users a more active role in document production
- New technologies that would facilitate enterprise-wide applications
- The need to be “in production” quickly

Drivers for the selection and implementation of Cincom Eloquence included its services-oriented architecture, its commitment to open standards and its intuitive design and interactive document-generation environments.

“The technology that Cincom Eloquence offered as far as integration with any system is one of the primary reasons we selected Cincom,” said Amir Desai, Chief Information Officer for Molina Healthcare. “Previously, we focused on other solutions. But for an enterprise-wide system, we wanted something that was extensible with any application that we have now or may move to in the future.”

One of the key criteria, Desai says, was that the system had to interface with TriZetto/QCSI’s QNXT core application and fit into Molina’s infrastructure. “We were concerned that integration of a document composition solution was going to present a real challenge, especially given that new technologies required for enterprise-wide applications are very new to this organisation.”

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Chief Information Officer,
Molina Healthcare, Inc.

“Whatever It Takes”

The Cincom Document Solutions team worked closely with Molina Healthcare’s team to streamline the implementation of Cincom Eloquence. This partnership approach allowed both teams to develop a solid project plan and quickly address all aspects of the implementation, including installation of IBM WebSphere/MQ, resolution of LDAP issues and hands-on training/mentoring.

The implementation program was based around designing, developing, testing and placing into production 30 Medicare document models, complete with English and Spanish variations. During the course of the implementation, Molina Healthcare added a couple of Medicaid letters to the mix, as well. Even with the additional deliverables, the teams were able to complete the implementation well ahead of schedule – in only 19 days.

“This project would not have been successful without the support we received from the Cincom Document Solutions team,” Desai says. “We could not have gotten the system up and running this fast without them. Their ‘whatever-it-takes’ attitude is definitely one of the key success factors in getting this implemented so quickly.”

"This project would not have been a success without the support we received from the Cincom Document Solutions team."

– Amir Desai, Chief Information Officer,
Molina Healthcare, Inc.

Easy to Integrate

Cincom Eloquence's use of open standards and service-oriented architecture not only allowed Molina to assimilate the software into their existing infrastructure quickly, but also provides a more flexible platform to build document applications as their business changes.

"Cincom Eloquence's commitment to open standards allowed us to easily integrate the software into our infrastructure, including integration with our QNXT enterprise application system from TriZetto/QCSI. This allowed us to go into live production in 19 days. And its service-oriented architecture allowed us to adapt the solution to our business processes now and scale as our business grows," said Desai.

"Cincom Eloquence's commitment to open standards allowed us to go into live production in 19 days."

– Amir Desai, Chief Information Officer,
Molina Healthcare, Inc.

Easy to Use

Cincom Eloquence's intuitive interface leverages the features, content editing and formatting capabilities of Microsoft Word. This significantly reduced the training time required to make Molina Healthcare's authors proficient in developing interactive document models. Additionally, by taking full advantage of Cincom Eloquence's comprehensive facilities to test and preview documents directly within the design environment, Molina's document authors have reduced the time to develop document models from days to hours – and even to minutes, in some cases.

"Within one week, our two authoring professionals were able to easily design and deploy all the documents required to correspond with our members in real time," said Desai. "Cincom Eloquence's intuitive design and generation environments are easy to use. Our business users are now taking a more active role in the production of documents, thereby reducing the reliance on our IT resources and improving responsiveness to members."

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Through a thin-client interface, non-technical business users throughout Molina Healthcare – including users located in remote states – have "point-and-click" access to a central repository located in Long Beach, California. The repository contains document models with pre-approved content and pre-configured workflows that easily guide the assembly and generation of documents while users interact with customers in real time. As a result, document generation that used to take 15 minutes due to heavy manual intervention can now be completed in less than 60 seconds. Now correspondence is more timely, accurate and relevant to each individual member's needs.

Current Use and Future Plans

Additional integration currently underway with the QNXT system will enable Molina Healthcare to increase the level of customisation of Member Services documents and expand the use of Cincom Eloquence to its claims documents as well as additional departments and state health plans. Already, Molina Healthcare is implementing Cincom Eloquence in its Medicare departments across all state plans – Medicaid departments in Ohio, Michigan, Texas, New Mexico and Utah – and has plans to expand it to Washington and California, as well as other departments across the entire enterprise.

About Molina Healthcare, Inc.

Molina Healthcare, Inc. is a multi-state managed care organisation that arranges for the delivery of healthcare services to persons eligible for Medicaid and other government-sponsored programs for low-income families and individuals. Molina Healthcare, Inc. currently operates health plans in California, Michigan, New Mexico, Ohio, Texas, Utah and Washington. More information about Molina Healthcare, Inc. can be obtained at www.molinahealthcare.com.

About TriZetto/QCSI

With its technology touching nearly half of the U.S. insured population, TriZetto is distinctly focused on accelerating the ability of healthcare payers to lead the industry's transformation to consumer-retail healthcare. The company provides premier information technology solutions that enhance its customers' revenue growth, increase its administrative efficiency and improve the cost and quality of care for its members. Healthcare payers include national and regional health insurance plans and benefits administrators that provide transaction services to self-insured employer groups. The company's broad array of payer-focused information technology offerings include enterprise and component software, hosting and business process outsourcing services and consulting. Headquartered in Newport Beach, California, TriZetto can be reached at www.trizetto.com.

About Cincom

Cincom delivers and supports innovative software and services to simplify complex business processes. For nearly 40 years, Cincom has enabled thousands of clients worldwide to increase revenue, control cost, minimise risk and achieve rapid ROI. Cincom serves insurance clients around the world including Prudential Life Insurance, MTL Insurance, Anthem Blue Cross Blue Shield and Wisconsin Physicians Service Insurance. For more information about Cincom's products and services, visit the company's website at www.cincom.com.

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