

**A Media Sourcing Solutions
Case Study**



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**Horizon Health and Media Sourcing: Automation of secure distribution of
confidential patient data**

**HORIZON
HEALTH**

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Contents

Overview	1
Horizon Health's Challenges in Secure Content Distribution	2
Evolution: Secure Distribution from Horizon Health's Customer/Provider system using Media Sourcery	3
Continuing Evolution: secure digital relationship with customers and providers	4
Conclusion	4
For More Information	4

Overview

Horizon Health EAP Services is a leading provider of Employee Assistance Programs (EAPs) and administrative behavioral services to employers across the U.S. Horizon's services will help resolve employee personal, wellness and professional concerns that can adversely affect workplace productivity.

Horizon Health had recently implemented an award winning Siebel Healthcare system which improved service quality to its customers. The challenge: evolve this foundational solution to provide even better service and turnaround time to patients and healthcare providers without adding undo overhead and cost.

One of the major improvements in customer service brought about by the Siebel implementation was the ability to confirm benefit approval when the customer called the Horizon Health call center. But the process after that event was purely manual. Benefit authorization letters were printed off, reviewed and mailed to the appropriate provider. There was no confirmation or acknowledgement that the provider had even received the letter, much less that he had seen the patient, until the provider sent HIPAA-compliant billing documents back to Horizon Health. This caused a long and resource intensive end of quarter reconciliation to determine what

benefits were received by which customers and which providers did the work.

Horizon Health chose to automate this process by integrating Media Sourcing solutions directly into its Siebel Healthcare system. The resulting system provides a revolutionary secure and automated relationship between Horizon Health and the healthcare providers. The resulting system shortens turnaround time for all parties involved, and provides for the highest level of patient data security. It also removed additional costs from the process, facilitating the fastest and most beneficial patient care.

Horizon Health's Challenges in Secure Content Distribution

Security, compliance and data protection are among the biggest challenges today facing all CIO's. Companies in the Healthcare market obviously handle very confidential patient and billing information, the care of which is governed by guidelines put forth by HIPAA (the Health Insurance Portability and Accountability Act). Horizon Health faced these increasing challenges:

- **Compliance and security**

requirements - the information in the benefits authorization letters and subsequent payment forms was confidential, and needed to be protected in accordance with HIPAA. The solution would also need to be easily auditable.

- **Customer service levels** – Horizon Health had set the bar high with its recent implementation of the Siebel Healthcare system. Customer expectations were high, and any new implementation had to maintain or increase those levels.
- **Complexity** – any solution that Horizon Health would ask its providers to utilize needed to be very easy to use, with little to no training requirements.
- **Cost** – while replacing the letter-based system was desirable, increasing cost to move to a digital environment was not an option. The new implementation could cost no more than the current delivery method.

"The challenges and business requirements facing Horizon Health are similar to those of many CIO's looking at secure distribution of information," said Larry Ketchersid, CEO of Media Sourcing. "The solutions selected must not only be secure, but easy to understand and quick to demonstrate results."

Evolution: Secure Distribution from Horizon Health's Customer/Provider system using Media Sourcing

Now, at the touch of a button, Horizon's call center personnel can send a secure, digital benefits authorization request to one of 16,000 providers in their network. The integration of their existing Siebel Healthcare system with Media Sourcing's Secure Distribution solution provided instant measurable benefits:

- **Instant notification:** notification of benefits approval took several days through normal mail. Now providers were notified immediately;
- **Confirmation:** digital signature confirmation that the provider received the confidential patient benefits authorization form is now provided. This also improves Horizon's end of quarter audit of the benefit approvals;
- **Security:** the critical patient data is encrypted and requires the provider's digital signature to open;
- **Auditability:** with the previous letter based methodology, the Provider Services team had to spend days at

the end of the quarter reconciling the benefits authorizations: which letters were received, which were not, which benefits were performed. With the new solution, weekly automated reporting is provided that replaced this manual effort;

- **Reduced costs:** the cost of sending physical letters (printing, supplies, people resources, postage) was reduced dramatically by moving to a secure digital delivery.

"We've been able to take one of our EAP group's core business processes and securely automate it with Media Sourcing's solutions," said Zeke Zoccoli, CIO of Horizon Health. "The level of security and the un-intimidating approach their products use make this an obvious extension to our Siebel Healthcare system."

Media Sourcing's products provide secure assured delivery wrapping an easy to use and understand paradigm around layers of security, auditing, prioritization, secure transport and roles. Media Sourcing's layers of security include encryption, non-repudiation, digital signatures and a streamlined Public Key Infrastructure (PKI), all working behind the scenes so that the user or application need not worry about them.

Continuing Evolution: secure digital relationship with customers and providers

Having now established a secure digital connection with its network of 16,000 providers, Horizon Health will continue to build an increasing level of service to its members, providers and enterprise customers. These next steps may include:

- **Return of secure payment forms from the providers** – this will turn the current one-way solution into a secure closed-loop process, increasing service levels to the providers;
- **Auto-scheduling of appointments** – while the member is on the phone, securely book them an appointment with a select group of providers;
- **Online archiving of benefits authorization information** – now that the letters are in digital form, they can be easily and securely stored for later use.

"We continue to raise the bar on the level of service we provide to our members and provider partners," said Cindy Sheriff, President of Horizon's EAP Services.

"Building a secure digital relationship is a platform for that success."

Conclusion

Competition and compliance continue to exert pressure on Healthcare CIO's. Horizon Health and Media Sourcing have demonstrated that implementing secure communication with customers can help companies meet both of these challenges, and provide a foundation for future enhancements.

For More Information

To learn more about Media Sourcing solutions, contact Media Sourcing or visit mediasourcing.com.

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