

Adobe® FrameMaker®

# Texas Department of Health and National Heritage Insurance Company

## Claims administrator makes single-source documentation a reality with Adobe FrameMaker

### ABOUT THE CUSTOMER

- A subsidiary of EDS, NHIC serves as the claims administrator for the Texas Medicaid Program on behalf of the Texas Department of Health (TDH).
- Location: Austin, Texas
- Employees: 871 at NHIC

### BENEFITS SUMMARY

- NHIC employees can now spend more time serving customers—thousands of hours monthly—rather than organizing paper documentation.
- By creating documentation from a single source, NHIC reduces errors that could cost the company and TDH many thousands of dollars.
- NHIC saves time by using the same authored text to create both print documentation and Web versions.
- The use of FrameMaker improved formatting and reduced errors caused by outdated documentation.
- FrameMaker features, such as conditional text, markers, cross-referencing, indexing, and links, enabled the documentation group to create user-friendly, easily searchable documents.
- FrameMaker integrates seamlessly with WebWorks®, ensuring that FrameMaker attributes remain in the Web-based document versions.
- Documentation output to Adobe PDF prints reliably and with high quality.

[www.eds.com](http://www.eds.com)  
[www.tdh.state.tx.us](http://www.tdh.state.tx.us)

Serving as claims administrator for the Texas Department of Health (TDH), EDS subsidiary National Heritage Insurance Company (NHIC) processes more than 33.5 million health insurance claims and answers more than 400,000 customer service calls annually. To deliver superior customer service, NHIC must provide up-to-date information on health care policy and billing procedures, contained in the Operations and Procedures Manual (OPM), to more than 700 customer service representatives, claims processors, and claims auditors at TDH and NHIC.

Until April 1999, the company relied on a paper-based system that required representatives to spend hundreds of hours each month physically updating their own OPMs, containing more than 15,000 pages. Now NHIC creates this critical documentation using Adobe FrameMaker software and a Web-based, single-sourcing model that leverages the same authored text for both printed and Web-based documentation.

Kim Day, claims transition manager for NHIC, launched a development effort to streamline this process. She charged two NHIC information designers, Matthew Reeves and Jean-Luc Mazet, and about 25

content experts with developing a new product to distribute and maintain the critical information.

“Using FrameMaker, we developed a solution that has improved access and usability of information, removed the maintenance burden from the front lines, and affected long-term productivity strides,” says Reeves, information designer for NHIC.

### A STREAMLINED PROCESS

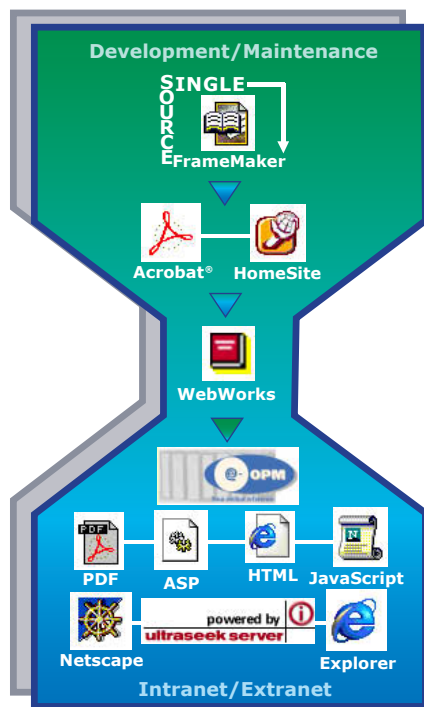
Adobe FrameMaker allowed NHIC to eliminate the expensive, inefficient paper-based system. Using FrameMaker as a single authoring tool, NHIC consolidated existing paper-based documentation that had been created in a wide variety of formats including FrameMaker, Microsoft Word, Microsoft Excel, Adobe PageMaker®, and QuarkXPress. The resulting FrameMaker files are converted to HTML and made available via the Web to more than 700 NHIC and state agency users.

Among the most important FrameMaker features for the project are conditional text, markers, cross-referencing, indexing, and hypertext links, which let the documentation group create user-friendly, easily searchable documents. “Using FrameMaker,

we've been able to improve document formatting, which, in turn, contributes to our ability to provide efficient, timely answers to customer inquiries," says Reeves.

### SINGLE-SOURCING A REALITY

The result of the project is e-OPM, a Web-based solution that contains the contents of 19 FrameMaker book files that comprise the paper version of the OPM. Each FrameMaker book file is linked to a Quadralay® WebWorks® Publisher project (.wdt). WebWorks converts FrameMaker files into HTML and provides functionality that maps HTML equivalents to FrameMaker attributes, including paragraph, character, table, cross-reference, marker, and conditional text tags. WebWorks then combines this mapping with an HTML-based boilerplate to ensure consistent Web page design and content.



NHIC developed a customized .wdt template using building blocks and user macros

that are available in WebWorks. The customization enabled generation of HTML files coded with hypertext links to other book files and to the e-OPM interface.

"FrameMaker offers important built-in features and excellent support for very long documents such as the OPM," says Mazet, e-OPM site manager. "It also offers seamless integration with WebWorks, allowing us to easily output files to HTML for Web delivery."

### CUSTOMIZED OUTPUT

By using a single-sourcing model, NHIC can simultaneously update the OPM paper libraries and the e-OPM with the latest policy and procedure information each month. The e-OPM solution lets the output be easily customized for either paper or Web consumption. For example, the e-OPM features numbered paragraphs for easier on-screen navigation as well as added navigational buttons and icons.

NHIC also maintains printed editions of the OPM as a backup in case the Web site is down. Each month, the FrameMaker files are output to Adobe Portable Document Format (PDF) and sent to a DocuTech system for printing. "FrameMaker gives us the flexibility to choose various outputs for documentation, such as HTML or PDF, when we need high-quality printing," says Mazet.

### MAJOR PRODUCTIVITY BOOST

The transition to a single-source authoring solution and Web-delivery model have provided several benefits for NHIC. Users can now search across all or selected electronic books for current and archived information. With a single click, users access the claims processing rules associated with a particular medical policy, identify a changed policy or procedure instantly, conduct research,

and access monthly archived e-OPM versions to handle issues that were subject to an earlier policy.

As a result, TDH and NHIC representatives can more quickly, accurately, and consistently respond to customer questions. They can also research policy questions and respond to research requests in less time than with the previous paper-based documentation. Instead of spending time maintaining documentation, NHIC representatives report they can now spend an additional 30 minutes to two hours per week serving customers better and faster.

Based on these productivity and customer service improvements, the documentation group is using the same process and technology to deliver Web-based user documentation for the company's claims processing system.

"The e-OPM totally changes the way people work. Instead of flipping through thousands of pages at their desks and maintaining their own documentation, employees now have immediate access to the information they need," says Reeves. "The beauty of the e-OPM solution lies in the fact that no matter which medium we're targeting, we can create the content just once in FrameMaker."

### TOOL KIT

#### Software

- Adobe FrameMaker
- Adobe Acrobat®
- Adobe PageMaker
- Quadralay WebWorks Publisher

#### Hardware

- PCs running Windows NT®
- DocuTech electronic document management system

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