# Chamberlin Edmonds gets patients the aid they need.

Patient advocate streamlines complex benefits application processes with Adobe Experience Manager forms.

Chamberlin Edmonds
an Emdeon company

"Adobe Experience Manager forms streamlines the back-end process so that our representatives can screen more patients, improve quality of patient engagement, and ultimately increase our revenue."

Alex Choy, EVP R&D and CIO, Emdeon
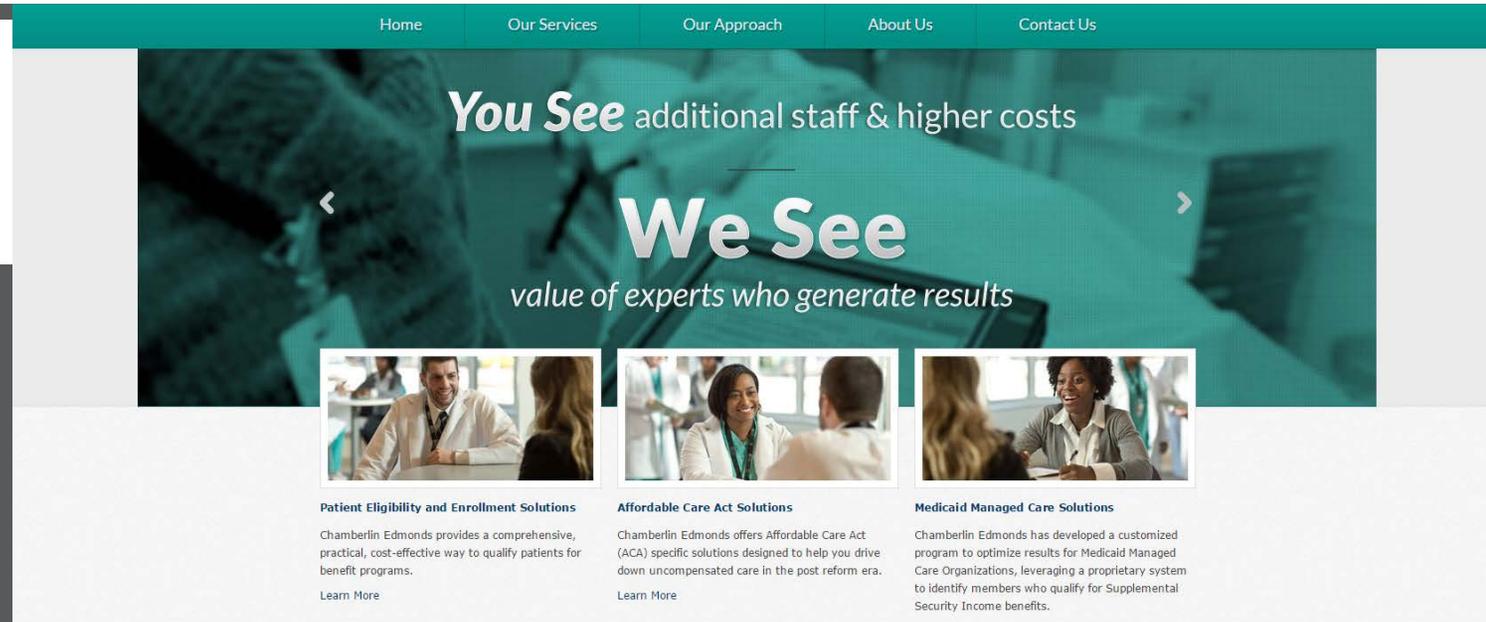
SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH

4Point

RESULTS

50%
REDUCTION

FAST TURNAROUND
Cut average time to complete benefits applications by almost 50% by reducing redundant administrative tasks

MILLIONS SAVED

LABOR MANAGEMENT
Enhanced insight into workflows and increased staff productivity, potentially saving millions of dollars

BETTER EXPERIENCE
Improved experience for patients, with applications signed and completed before a service representative even leaves a patient's room

FLEXIBLE TOOLS
Leveraged built-in functionality of the forms capability to operate offline, attach images, and check forms for accuracy

Chamberlin Edmonds, an Emdeon company

Established in 1986

Atlanta, Georgia

www.chamberlinedmonds.com

4Point

www.4point.com

CHALLENGES

- Automate manual data entry for faster turnaround time
- Eliminate redundancies to improve accuracy and speed of completing paperwork
- Provide patients with faster, smoother service

Aiding the uninsured

For over 29 years, Chamberlin Edmonds, an Emdeon company, has worked with hospitals across the United States to help their uninsured and underinsured patients navigate complicated assistance programs and receive the application assistance services they need. Applying for federal, state, and local programs can be difficult without assistance, with programs typically requiring vast amounts of paperwork to determine eligibility.

Healthcare representatives at Chamberlin Edmonds meet with patients receiving care in hospitals to determine the programs for which they may be eligible. During the meeting, they capture all of the necessary information to complete insurance applications. Previously, after gathering information, representatives would return to their offices, manually enter patient details into a dozen or more forms, print them, and return to the patient for signature.

"The process could be stressful for patients receiving care in hospitals, as well as challenging for our service staff who had to manually capture and complete many pages of information," says Randy Fusco, SVP Product Engineering, Emdeon. "We knew that greater efficiency and faster service would benefit representatives, hospitals, and patients alike."

Chamberlin Edmonds tried several strategies to reduce redundancies and automate paperwork, including custom-built applications, but no solution satisfied the company's need for reliability, usability, and speed. That all changed when Chamberlin Edmonds discovered Adobe Experience Manager forms, part of Adobe Marketing Cloud.

The company used Adobe Experience Manager forms to quickly roll out a pilot program for representatives in Illinois, screening about 3,400 patients over three months. "The pilot results were excellent, and we were impressed with Adobe Experience Manager forms," says Paul Havey, Vice President of Operations, Chamberlin Edmonds. "Adobe Experience Manager forms makes forms lightweight and usable on a tablet, bringing us the efficiencies that we need to give patients a much better experience and create more value for hospitals through timely enrollment."

Efficient, mobile workflow

With Adobe Experience Manager forms, the company's representatives can efficiently complete application forms on their tablets, dramatically reducing workflow redundancies. They can enter new information while meeting with patients, as well as download information from existing patient systems to automatically prepopulate certain patient details. All captured data can be propagated instantly across multiple pages, eliminating the need to repeatedly enter the same details. Once forms are filled out, patients can sign the forms a single time right on the tablet, instead of having to sign dozens of printed pages.

"Adobe Experience Manager forms is a flexible solution that we can leverage across many scenarios and workflows. Investing in Adobe Experience Manager forms will bring strong returns to many areas of our business."

Randy Fusco, SVP Product Engineering, Emdeon

"With Adobe Experience Manager forms, our representatives can condense a multi-step interview and administrative process into one step," says Havey. "In our pilot program, we reduced the time to complete applications by almost 50%. The Adobe Experience Manager forms workflow has the potential to save representatives hours every day and save our company millions of dollars annually once fully implemented."

Faster results for patients

By simplifying form completion, Chamberlin Edmonds is improving patient and hospital services. "The patients we see are typically quite ill, so we need to make the process as effortless as possible," says Fusco. Depending on the requirements, applications for benefits can be up to 50 pages long and require up to 26 signatures. For patients, this long signing process can take energy that they don't have.

"Since Adobe Experience Manager forms automatically propagates reusable information, patients can just sign the tablet once, reducing signature times from minutes to seconds," says Fusco.

Critical offline functionality

Although light enough to run quickly and reliably on a tablet, the forms enabled through Adobe Experience Manager deliver robust functionality. The forms can identify mandatory information and check paperwork for completeness, improving the accuracy of completed forms.

Required documents can be attached to electronic forms easily with just a few clicks. For example, if the application requires specific documentation from the patient, they can provide it to the healthcare representative in real time. Patients no longer need to hand over their information and wait anxiously for a representative to return with a copy.

Equally important is the ability to use Adobe Experience Manager forms workflows offline. "Our representatives don't always have good Internet connections in hospitals," says Pranav Joshipura, Director of Engineering at Chamberlin Edmonds. "Adobe Experience Manager forms can support offline workflows using embedded logic, not a constant connection, so patient representatives can complete and save downloaded forms on their tablets. Once a good Internet connection becomes available, patient data is uploaded automatically into back-end systems and populated across other forms as needed."

Managing a disperse workforce

Managing dispersed teams can be complicated, but Adobe Experience Manager forms improves visibility through quantifiable metrics. "Adobe Experience Manager forms can help us understand how much time representatives spend on various tasks, such as meeting with patients or catching up on administrative activities," says Havey. "The increased transparency enables us to identify even more areas for efficiencies and work with employees to be more productive."

SOLUTION AT A GLANCE

• Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:

  • Forms

After the successful pilot, Chamberlin Edmonds plans to eventually roll out Adobe Experience Manager forms at hospital locations it serves across the United States. The company is also looking at other possible uses for Adobe Experience Manager forms throughout its business process.

"From a business standpoint, we don't want to invest in technology that can only do one thing," says Fusco. "Adobe Experience Manager forms is a flexible solution that we can leverage across many scenarios and workflows. Investing in Adobe Experience Manager forms will bring strong returns to many areas of our business."

"Adobe engineers enterprise-level solutions that make us more efficient," says Alex Choy, CIO, Emdeon. "Adobe Experience Manager forms streamlines the back-end process so that our representatives can screen more patients, improve quality of patient engagement, and ultimately increase our revenue."

For more information
www.adobe.com/solutions/web-experience-management/adaptive-responsive-forms-creation.html