HUMANARX

After a false start in automating their subscription mail-order operations, Humana RightSourceRX found the right solution with Fairfax Software.

OVERVIEW

Challenge

Humana RightSourceRX aimed to enhance their mail order processing efficiency, eliminate the need for excessive customer service, and slash fulfillment time and costs.

Solution

Fairfax Software implemented its *Quick* Modules software on IBML scanners to convert mail orders into electronic images, validate patient / member and prescriber data, and deliver tremendous productivity improvement throughout the entire operation.

Benefits

Fairfax Software and IBML scanners were able to deliver faster and more efficient mail-order processing, improved order entry into the system, increased operator productivity, faster prescription fulfillment, better customer service and best of all, reduced cost-to-fill.

JOURNEY TO THE "RIGHT SOURCE"

Several years ago, Humana complemented their insurance offering with prescription fulfillment. The initial service offering started with prescription fulfillment through a brick and mortar supplier. Concerned that Humana's desired level of customer service was not being met, it opened its own mail-order pharmacy, RightSourceRx.

Cost concerns and large labor demands for mail operations and data entry led Humana to contact a vendor with whom they were familiar and used on a regular basis. Jointly, the two parties built their first automated mail-order prescription system.

After a lengthy design and implementation process, the first system failed to meet expectations. It was difficult to learn, required a large amount of data entry labor, and did a poor job in creating the order.

The system was composed of different processing modules which did not interact well with one another. The modules did not share the same terms, descriptions, and keying functions. Operator training was long and productivity was lower than anticipated. Allocating staff to volumes was difficult due to the different skill training requirements of each of the processing modules.

LABOR AVOIDANCE

Rapid growth manifested itself in difficulty processing mail and entering orders. To compensate for system limitations Humana added staff.

As staff increased, other problems began. Instead of delivering work to the data entry operators, operators selected their own work. Other than not being able to measure staff performance, backlogs in production increased.

Another limitation was the handling of split orders. The system relied on employees to determine the fulfillment of orders involving two or more parties. Properly dividing orders became labor intensive and error prone.

Increasing demands for IT support, labor requirements, low productivity and quality caused Humana to reassess the system. Realizing that growth was in jeopardy, Humana made the bold decision to replace the system.

ABOUT IBML

ibml offers cutting-edge scanning and document capture solutions designed to revolutionize business processes right from the point of capture, whether it's in a high-volume centralized operation or a remote office setting. By integrating top-notch hardware, software, and services, ibml provides comprehensive solutions that automate even the most complex document applications across various industries such as banking, financial services, healthcare, government services, and outsourcing.

RESULTS

Fairfax Software has allowed Humana to meet its productivity and staffing objectives. The efficiency of the work queues, and the employment of OCR & ICR technology, with greater data entry accuracy has allowed Humana to gain control of its staffing and expenses. During the first month, Humana increased processing efficiency 50%.

ROI was achieved in less than a year, which included recovery of the previous system.

The handling of the workday was simplified by Fairfax Software's automatic form and data recognition as well as ability to automatically assign work to proper queues. The handling of exceptions, especially split payments, became more efficient, and reduced staffing.

Humana's volumes have doubled for quite some time. Daily order volumes are averaging 15,000. This year, Humana will process over ten million prescriptions. In the JD Powers survey of mail-order pharmacies, Humana ranked third for the second year in a row.

ABOUT FAIRFAX SOFTWARE

Since its establishment in 1994, Fairfax Software has grown its footprint with offices across the Globe. At the heart of its offerings is *Quick* Modules, a proprietary processing software renowned for its excellence. This award-winning solution provides a robust platform for fax, forms, and remittance processing, catering to diverse industries.