

CASE STUDY

Aetna streamlines communications and improves speed-to-market with Infosys and HP Exstream solution



About Aetna

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 36.7 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services and health information technology services. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates.

Aetna's Document Process before HP Exstream

"We developed silo solutions"

Aetna's document processing, composition and fulfillment process was a spider web of legacy systems that required a tremendous amount of manual code entry. The process required inputs from many different sources of information including insurance companies, pharmaceutical firms, hospitals, banks and government compliance agencies. These inputs had to be combined to create a myriad documents including explanation of benefits (EOB), letters and invoices, each requiring data and graphical continuity.

Aetna's Challenges

In the healthcare industry, it is not unusual for the creation of new EOB documents to take up to nine months from start to finish. The process can require up to 400 variable

data points and 50 different fonts. Aetna's document processing department had to print two million pages per day to meet internal client demands, which periodically placed stress on the existing process and forced the company to hire costly outside contractors to supply extra coding. When Aetna's incumbent document solutions provider stopped supporting the product, the insurer estimated that upgrading to a later version would require 40,000 person hours over two years at a cost of about \$1.5 million.

Aetna's New Direction

"There is no speed to market on an application like this"

Aetna required a new, integrated solution that was able to produce a high volume of new top quality documents and modify existing documents. The solution had to be able to incorporate many different types and sources of information. The solution

also had to create error-free, customizable documents for individual customers and prospects. With these goals in mind, Aetna researched industry-leading products and solution providers.

Aetna Turns to HP Exstream and Infosys

Aetna preferred the HP Exstream product because it provided the tools for an interactive, adaptable enterprise document composition, processing and fulfillment solution. HP Exstream could replace various legacy products and reduce IT costs and turn-around time for document creation. Aetna liked the fact that Infosys had successfully implemented HP Exstream for other leading insurance companies. Infosys also provided a wide range of domain expertise in the mainframe environment, web services and integration. In Aetna's opinion Infosys and HP Exstream offered the best solution and value.

Infosys and HP Exstream Solution

The Infosys and HP teams collaborated to develop and implement the HP Exstream communications system that provided Aetna with an integrated and on-demand document composition, processing and fulfillment solution. A center of excellence was established at Aetna to enable the business, execute IT and share best practices. The new integrated solution replaced various legacy document composition systems.



Business Results

“A new era of real-time document generation”

HP Exstream led to a 10% improvement in speed-to-market for application development. Building a new EOB now takes 4.5 months as compared with 9 months, before Infosys implemented HP Exstream. Aetna also benefits from HP Exstream’s reusability, which makes it easy to scale production up or down. The HP Exstream solution also has real-time and accelerated multi-channel delivery capabilities.

According to Aetna, Infosys “took the lead in understanding our document generation needs” and provided guidance on strategic use. Aetna added that “HP Exstream has enabled our business team and allows our business partners to control their own communications.” Line managers can now create their own forms, which has contributed to faster time-to-market for new product offerings.



**Aetna received the
HP Exstream Visionary Award for *Best Interactive Communication for the solution.***

For more information, contact askus@infosys.com



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