> "Clarity provided AMERIGROUP with an ID card solution that gives us great flexibility to manage our cards, ensure compliant communications with members which is critical for a Medicare Advantage program and provides high-quality cards to our members which enforces the brand strength of AMERIGROUP."
> -Scott Weiner, Vice President, Finance Senior & Special Services Organization, AMERIGROUP.

AMERIGROUP Senior & Special Services Organization Simplifies Internal Processes and Improves Member Experience Through Clarity ID Card Solution

In 1994, AMERIGROUP was founded to respond to the growing need for private-sector partners in states managing healthcare programs for lower-income families and people with disabilities. Since its inception, AMERIGROUP has been a proven leader in meeting the states' objectives of providing accountability and improving access to healthcare while still controlling care costs. Today, AMERIGROUP is one of the largest publicly-traded company focused exclusively on meeting the needs of those enrolled in publicly-funded healthcare programs such as Medicaid and Medicare.

For the Medicare production line, AMERIGROUP offers Special Needs Plans or SNPs for a wide range of low-income people who require extra care, such as diabetics, those with kidney disease, cancer patients, the mentally ill and many others with chronic illnesses. They currently provide a dual-eligible plan in parts of Florida, Maryland, New Jersey, New Mexico, New York, Tennessee and Texas covering over 12,000 members.

AMERIGROUP designed the plan to make health care as simple as possible for their members. In the plan, AMERIGROUP provides full Medicare coverage, plus additional benefits not covered by Medicare. It includes full Medicare Part D prescription drug benefits, so members do not need a separate prescription drug plan.

Members receive health services and prescriptions all with a single member ID card.

AMERIGROUP was in need of a member identification card solution that automated and streamlined their business processes, while giving them the control over the creative and production process to:

- View all cards online both before and after they are printed and mailed
- Personalize the adjoining letter carrier to the member
- Process daily data files for ID card production
- Run detailed reporting

CHALLENGES

- Aggressive Implementation timeline

- Managing over 30 card designs

- Production reporting at the contract level

- Limited resources available for implementation

- Need for self-service tools to support data file processing

- Migration from pre-printed stocks to on-demand full color cards

- Aggressive production turn-times

Initial complexity of the project included implementation of a new card program within 6 weeks while minimizing impact on AMERI-GROUP team resources. Further complicating the implementation was the need to minimize card designs from 38 to 1. AMERIGROUP's previous card program also required them to print their ID cards on multiple pre-printed stocks which consistently presented inventory and spoilage issues. Lastly, AMERIGROUP required a robust program that would allow them to personalize their card carriers to the member level, even indicating state and division level, as opposed to their previous generic carrier.

Clarity's solution is streamlining AMERIGROUP's business processes, supporting best practices, reducing costs, and providing crucial reporting information back to the health plan. Clarity's ID card application allows AMERIGROUP to integrate their member data through a daily automated process with real time updates of file status through shipping. Working with Clarity, AMERIGROUP was able to consolidate the number of cards designs, simplifying the process for adding and maintaining members. The design tools within the application allow AMERIGROUP team members to create, update and change card designs in real-time without the involvement of IT or Clarity, saving time and money. Clarity's production process is centered on printing in full digital color, thus reducing the cost associated with pre-printed stock, inventory and obsolescence.

"When it comes to producing ID cards for a Medicare plan, it is vital that they are of the highest quality, delivered quickly and compliant," stated Scott Weiner, Vice President, Finance Senior & Special Services Organization, AMERI-GROUP. "Clarity worked tirelessly to provide us with effective tools to manage our ID card process more efficiently and effectively. Two key objectives for success were an aggressive, yet organized implementation and an easy to use application for the team. By meeting those objectives, Clarity has helped AMERIGROUP further enhance its member experience."

BENEFITS

- Fully tested and implemented card program in 6 weeks

- Reduction of card designs from over 38 to 1

- Self-service tools to create and change card designs

- Personalized card carriers that can specify state and division levels

- Detailed reporting at the contract level

- No pre-printed inventory to manage

- 24 hour turn-time from receipt of data file to shipment