

Client Case Study

Service Representative Statement Access

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At A Glance

This Midwest health system had a clear objective: Provide service representatives with the information necessary to resolve patient questions within one call, thereby delivering on a commitment to “Personalized Care.”

The Client



Affinity Health System combines 22 clinics, three hospitals and a Network Health Plan to provide one of the top 100 integrated

healthcare networks in the nation for the residents of Northeast Wisconsin.

The Problem

Affinity has a brand promise of “Personalized Care” within the organization. That promise extends beyond the patient visit and into every aspect of Affinity’s relationship with its patients. Affinity found it difficult to deliver Personalized Care when patients called with statement questions and business office employees could not access that same statement. As a result, patient questions frequently had to be researched and resolved through a return phone call to the patient.

The LaserNet Solution

Using minimal IT resources, Affinity implemented LaserNet’s online statement viewer component of its Premier solution. Service representatives can now immediately locate up to six months of statements for an entire household or guarantor through this viewer.

There were several important factors that led to a seamless transition:

- The Affinity and LaserNet teams worked together closely to identify the business requirements that met Affinity’s needs.
- LaserNet provided the IT resources required to create a customized solution for Affinity.
- LaserNet completed extensive testing to eliminate issues before the solution launch.
- Affinity service representatives received hands-on training from the LaserNet team.

The Results

Affinity saw an immediate rise in the first-call resolution metrics tracked by the Customer Service department. Further, management recognizes the important customer service advantages for Affinity Health.

What really speaks to the heart of this solution was the reaction of one Affinity service representative. Shortly after the viewer was available to the service team, she went to her manager’s office and did a “happy dance”: she had fully answered a patient’s question in seconds because she had access to the actual patient statement. That’s Personalized Care.

LaserNet staff is professional, knowledgeable and results oriented. They did what they said they were going to do, they met all of our deadlines, and they delivered the results we were seeking.
Karen Heisberg
Director, Patient Business Services
Affinity Health System

About LaserNet:

Founded: 1994

What we do:

- Successful document delivery solutions for healthcare, financial services, transportation, utilities and other industries.
- Produces over 100 million images annually.
- Electronic delivery, print, mail, document design, archival services.
- Patient statements and reminders, explanation of benefits (EOB’s), explanation of remittances (EOR’s), premium bills.

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