

opentext™

Success story

Vhi Healthcare

Industry

- Healthcare
- Insurance

Solutions

- OpenText Exstream™ 8.6
- OpenText Exstream™ Delivery Manager
- OpenText Exstream™ Interactive
- OpenText Exstream™ HTML
- OpenText Exstream™ Command Center
- OpenText Exstream™ Output Sorting and Bundling

Results



Generated clearer, more concise and compliant member communications



Cut workload and costs by replacing print and post with online delivery and greater use of website



Increased Vhi's confidence and certainty in the standard of communications



Vhi Healthcare streamlines member communication processes

OpenText Exstream increases quality and drives out complexity

"We chose OpenText Exstream because it provides us with an ability to produce quality documentation for our customers and enables us to streamline our process. We didn't see that capability anywhere else on the market."

Damien Malone
Principal Technical Architect
Vhi Healthcare





Communicating efficiently with more than a million customers is vital for Ireland's leading health insurer, Vhi Healthcare. Vhi invested in OpenText Exstream™ to improve production processes, reduce communication complexity and increase multi-channel delivery.

Challenge

Unsupported system

Since 1957, Vhi has been helping people in Ireland access the best quality private healthcare through its extensive range of products and services. With more than one million customers, Vhi continues to be the market leader for health insurance in the country.

"Our brand promise is 'When you need us, we're there' and this is true for practically every medical eventuality—whether you need cover for hospital treatment, daycare treatment, day-to-day expenses, multi-trip travel insurance, expatriate insurance, dental, walk-in urgent care, medical screening, occupational health, employee assistance programmes or Hospital in the Home services," said Damien Malone, principal technical architect with Vhi. ***"Our customers and their dependents are covered individually or through membership of one of more than 8,000 corporate and affinity group schemes countrywide."***

Each year, Vhi sends up to three million communications, including one million policy updates, 620,000 renewals and 87,000 claims. This can amount to almost 18 million pages being printed and posted each year.

"This level of paperwork requires a system that is ultra-efficient. The system we had in place was of its time and did not have the same toolset and richness offered by later solutions," said Malone.

Vhi was also concerned about the complexity of its documentation. The policy renewal document alone ran to 20 pages and users found that the detail was lost in the sheer volume of information.

Launching a new Customer Communication Programme, Vhi issued two Requests for Proposals (RFP)—one for the replacement of the legacy CCM technology that managed its print templates and the other to implement an email communication mechanism.

Solution

Improved design capability

The RFPs were issued to five CCM vendors and the final choice was to implement Exstream. Designed to transform customer communications into a business differentiator, this multi-channel CCM solution enables users to create insightful, real-time customer communications that can be delivered through the customer's preferred channel. It can provide fully customized high-volume statements and bills, self-service web applications and on-demand marketing.

"We chose Exstream because it provides us with an ability to produce quality documentation for our customers and enables us to streamline our process using testing tools like Rules Analyzer, Test Data Capture and Output Compare. We didn't see that capability anywhere else on the market," said Malone. ***"OpenText not only offered us the application but also a high level of support with feet on the ground and an overarching governance. We involved OpenText at every step and made use of their experts. They acted as mentors and that gave us the confidence that what we were doing was going to make best use of the software."***

OpenText assisted with the implementation and training and use of Exstream is now spread between the Dublin and Kilkenny sites.

"It has given us improved turnaround times and a sense of security around the application and its stability."

Damien Malone
Principal Technical Architect
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Benefits

Multi-channel delivery

Exstream is easy to use and was initially used for 'greenfield' change projects, migrating documents from the legacy CCM solution and re-engineering them. Vhi is starting to see the additional benefits that Exstream can bring. It recently conducted its first change project on existing Exstream templates and noticed a significant decrease in the turnaround times.

"The main improvement in turnaround times has been with the general day-to-day templates," said Malone. ***"The Exstream user interface provides functionality that was just not available in the previous application. It is object based and some of the search and replace functionality within Exstream is definitely ahead of other solutions we've seen in the market."***

"The Exstream editor is powerful and we couldn't find anything else that had the same capabilities. Other applications we researched had limitations that might hinder our ability to make changes to documentation. So far, Exstream has been very flexible and is meeting our requirements."

Implementing the sophisticated design functionality of Exstream has also enabled the organization to reduce its policy renewal documentation from 20 pages to around 10, delivering welcome savings on print, paper and postage costs.

Although many documents are still printed and posted, the Exstream multi-channel capabilities are enabling a swing towards greater website and email communication. Some 120,000 customers are now able

to receive email documents, particularly insurance quotes, with Vhi sending an average of 1,000 emails a day. Safe delivery is assured by OpenText Exstream™ Delivery Manager tracking, which logs all delivery activity, enabling a replacement print version to be sent if electronic delivery fails.

The ability to correct errors or omissions in documents within the production environment is also something new for Vhi. Exstream Interactive now gives Vhi an interception point that allows it to do that all within the production sphere. Once they have been modified, the documents are pushed back into the automated fulfilment process, eliminating extra steps or manual processes.

Exstream capabilities such as output comparison and coverage reports have also introduced quicker and more focused testing. Business rules can be validated during test cycles and re-usable test applications can be generated to reduce the manual effort involved in each subsequent development project.

Looking forward, Vhi hopes to use Exstream to further reduce the complexity of its communications and, where possible, introduce more personalization and variable data along with inserting relevant cross-selling and up-selling marketing messages. Boosting its online presence is also on the horizon along with expanding its multi-channel strategy to include text messaging. Greater integration of web capabilities will come from the Exstream ability to generate HTML files as well as email PDFs.

"Using Exstream has got us into a different environment and one that is supported," said Malone. ***"It has given us improved turnaround times and a sense of security around the application and its stability."***



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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