Leading Diagnostics Company Transforms Order Processing

COMPANY OVERVIEW

- Life Sciences
- Over 4,000 employees
- Over $1 Billion in revenue

OBJECTIVES

- Reduce Manual Processing of Patient Orders
- Centralize Record for Order Documents
- Provide Immediate Access to Documents for Customer Support
- Audit Trail for Transparency
- Secure Transfer of Patient Data from Epic
- Scalable Solution Framework

DEPARTMENTS USING ONBASE

- Order Processing
- Billing
- Provider Support
- Customer Care
- Human Resources

INTEGRATIONS WITH ONBASE

- Epic
- WorkDay
- ADP

The Challenge

As the leading cancer diagnostic company with annual revenue of over $1 billion, the client was processing hundreds of thousands of patient orders with a manual, fax driven process. Through a strategic partnership with Naviant, the client successfully transformed their Order Process. This both improved their efficiency and prepared them for the significant growth ahead.

As a young company, the client had built their processes around the assumption that health providers would use their custom portal for submitting patient orders. Ultimately, they began receiving large volumes of fax orders that made their initial processes very manual. The client came to Naviant, looking for expertise in process improvement and experience with other growing companies. Through a Discovery process, Naviant worked collaboratively with other vendors to assess a workaround for the current, fax-based process.

The client chose to implement OnBase, a leading Content Services platform, to provide scalable platform for document and process management. OnBase centralizes important business content in one secure location and then deliver relevant information to drive process efficacy. OnBase increases productivity, enables users to deliver excellent customer service, and reduces risk across your entire enterprise.

Since beginning to work with Naviant, the company has grown substantially from 100 employees in 2014 to over 4,000 employees today. With this explosive growth, the custom developed solution no longer met the business' needs. To address this problem, the client became Epic's first diagnostic special customer. But they needed support to guide them through this transition successfully. The client decided to team up with Naviant to help them successfully transform again. They chose Naviant for its knowledge of their business and its experience with the integration between OnBase and Epic.

The Solution

Partnering with Naviant, the client designed a new process that leveraged a tight integration between OnBase and Epic. It functioned to manage their process and customer data through the order lifecycle, from order entry to revenue cycle and customer support. Within the new process providers can now leverage their Epic electronic health record (EHR) to place orders. Not all providers use Epic, but OnBase can work around this. If a provider faxes in a document, OnBase manages the Workflow process associated with gathering patient information and enters it into Epic.

Documents related to Epic orders are available directly from the Epic interface through the integration with OnBase. Viewing documents this way provides users with a smoother experience and maintains security. The client no longer had to interact directly with the documents saved on file shares or elsewhere. They found that this was a significant benefit of leaving manual processing behind.

OnBase has truly become an enterprise platform for the client as they continue to expand the footprint of the tool. Most recently, the client went live with a Human Resources solution that electronically manages employee records and data. This change has created a seamless solution across multiple applications, including Workday, ADP, and iCIMS. The solution will support their HR team as they continue to manage their rapid growth. Managers will have easy access to employee folders. It will also manage document retention requirements and help with legal functions such as internal investigations.

> ### "Naviant has been extremely responsive and flexible to our needs."
> *- Client CIO*

The Difference

Being a medical service provider, the customer needs acute awareness of regulations as they pertain to document handling and patient information. Their solution allows them to accomplish this. All data shared between the applications is done through secure HL7 messages. OnBase also uses native functionality to keep a complete audit trail.

As a publicly-traded company, the client had aggressive goals for quarterly results. The ultimate goal of the IT organization was to complete this transformation without negatively impacting those results. With an aggressive timeline and very little room for disruption of the business, Naviant worked closely with the client's IT team and other vendors to help transform the order process.