Case study: Healthcare

Parkland Community Health Plan launches integrated claims platform

BPaaS-based claims management platform improves member experiences and enables growth into new markets.

Parkland Community Health Plan (PCHP), Inc., established in 1999 by Parkland Health & Hospital System, offers STAR and CHIP services for children, teens, pregnant women and adults. The locally owned and operated health plan serves over 200,000 members across seven counties and has more than 6,000 doctors and over 40 hospitals in its network for Medicaid or CHIP recipients, including Parkland Health & Hospital System and many others. PCHP aims to offer quality and equality by providing superior access to care, in an effort to improve the health of members in the community.

The challenge

PCHP needed better ways to meet the growing needs of its medically underserved populations in North Texas. A plan was outlined to digitize its information technology platform, including member services, website portals and appeals functionality, to better manage health data and member transactions and all physicians and hospitals in its network.

Membership and market share were also concerns. Viewed as a leader in health care access for pregnant moms in Dallas, Texas, PCHP steadily lost membership and market share over the past 10 years.

At a glance

Parkland Community Health Plan wanted to improve its member healthcare experiences, increase healthcare quality and members' well-being while controlling the cost of care. The managed care organization also wanted to enable expansion for growth into new product lines. A new BPaaS-based (Business Process-as-a-Service) claims management platform helped PCHP achieve these goals, and brought about these benefits:

- Integrated all member touchpoints, from enrollment and ID card issuance through care and disease management, to effectively coordinate administrative and clinical aspects of the member experience

New leadership and new goals for PCHP

Knowing where to begin was key, although with virtually all of PCHP's operations outsourced, there was little visibility into areas needing improvement.

As a remedy to declining membership and to address the need for better reporting, PCHP wanted to transition off its outsourced administration system. The managed care organization (MCO) announced a request for proposal (RFP). Cognizant responded, proposing the long-term benefits of TriZetto® QNXT™ as a platform, and was chosen for the transformation engagement.

The engagement was established during the pandemic, and Justin Skerbetz, chief marketing and communications officer of PCHP, commented, "What's especially extraordinary about the QNXT implementation is that we selected Cognizant as our BPaaS partner in February 2020 and 10 days later, we went into our work from home protocols for the pandemic. So our teams worked virtually to plan our QNXT BPaaS deployment. They made the system operational in just nine months. That took an incredible amount of trust and dedication from all team members, both those at PCHP and at Cognizant."

- Enhanced productivity improvement since the QNXT BPaaS platform has gone live, while decreasing core system costs from previous year's cost

- Achieved a smooth and compliant transition in a virtual environment, while not disrupting member, provider and operation services

- Added care management, member services, provider relations and quality and data analytics capabilities that allow expansion into new markets and lines of business

The solution

Cognizant introduced the TriZetto® QNXT™ core administration platform in a Business Process-as-a-Service (BPaaS) model. The solution includes enrollment, claims, customer service and regulatory reporting modules. The platform delivers all care management, member services, provider relations and quality and data analytics. A benefit of the BPaaS model, PCHP did not have to purchase new technology, which added needed flexibility and scalability to carry out the provider's long-term growth plans.

Integrated healthcare for members

John Wendling, chief executive officer of PCHP, set a vision to be the plan of choice by focusing on providing all members with quality and equality in how they accessed health care and wellness. Wendling says, "The QNXT BPaaS solution will help us deliver better member experiences so that Parkland Community Health Plan can work to be the plan of choice in our market."

The capabilities of the system—all delivered as services—enable teams at PCHP to have more control over members' experiences.
The platform brings together all member interactions, from ID cards to explanations of benefits (EOBs), as well as member rewards.

Another benefit—new analytics—gives PCHP insight into how to effectively engage members, putting the plan provider in a much better position to coordinate care and give members better experiences for all their health care needs.

With an eye on growth, the QNXT BPaaS solution serves as the new foundation for future expansion opportunities into the Affordable Care Act market and to employer groups. Since the QNXT BPaaS platform has gone live, the new system has resulted in greater productivity and lower core system costs. A smooth and compliant transition was carried out with virtually no disruption to member service and operations.

Business outcomes

Making healthcare easy to access and manage for members is key to any health plan. Now, with fully integrated member touchpoints—from enrollment and ID card issuance through care and disease management—PCHP effectively coordinates administrative and clinical aspects of its member experience.

"We can provide better care coordination and help our members make full use of their benefits so that they ultimately have better health outcomes. That means the community we serve will be healthier, too," adds Skerbetz.

Greater visibility and accountability

Unlike the previously outsourced systems that offered very little visibility into the third-party systems used to help resolve issues, the QNXT BPaaS core administration solution allows PCHP to put members at the center of the system and increase accountability to those members.

Andrew Shapiro, chief operations officer of PCHP, says, "Selecting the BPaaS implementation of QNXT means we can give our members a one-stop solution, integrate all the key touchpoints, coordinate care more effectively—and still reduce expenses."

About Parkland Community Health Plan

The locally owned and operated Parkland Community Health Plan, established in 1999 by Parkland Health & Hospital System, is a managed care organization that provides services for North Texas Medicaid STAR and Children's Health Insurance Program (CHIP) recipients. The organization has service areas covering Dallas, Collin, Ellis, Hunt, Kaufman, Navarro and Rockwall counties. Members can seek care from more than 6,000 doctors and specialists and at over 40 hospitals and urgent care centers. Learn more at https://parklandhealthplan.com/.

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