

Healthcare

# Simply Healthcare Rises to the Challenge of New Medicaid Mandates, Sees Triple-Digit Growth



INDUSTRY  
Healthcare

SUMMARY

Simply Healthcare, one of the primary providers of Medicare plans in 60 Florida counties, was tapped by the state as a preferred provider under ambitious new legislation known as the Managed Medical Assistance Program (MMA). Participation in MMA would result in a surge in clients, but was accompanied by a myriad of necessary upgrades with a tight turnaround time.

Challenge

Simply Healthcare Plans, in conjunction with two affiliates, Better Health and Clear Health Alliance, offer and administer health insurance plans for almost a quarter of a million Medicaid and Medicare recipients across Florida. These plans range from Medicare Advantage, which provides expanded services such as vision and dental care, to Special Needs Plans (SNPs), which are tailored to people who have specific diseases such as chronic heart failure. This complex mission reached a new high in 2014, when Simply Healthcare was tapped by Florida to participate in the rollout of a newly legislated Medicaid overhaul known as the Managed Medical Assistance Program (MMA).

The Managed Medical Assistance Program levied strict new requirements. Applications would now arrive daily instead of monthly, and the turnaround time for processing new memberships was greatly reduced. Participation in the MMA also put some needed technological upgrades on the front burner. For example, when new Medicare/Medicaid members don't specify a preferred Primary Care Physician (PCP), one is assigned to them. Simply Healthcare had traditionally used two full-time employees to complete this time-consuming and complicated task by hand. Now, according to MMA mandates, every aspect of intake-- processing new membership applications, assigning a PCP, and mailing out insurance cards-- had to be completed within five days of receiving a new membership registration. Lack of compliance would result in stiff fines.

CLIENT

Simply Healthcare and its more than 700 employees administer a network comprised of a quarter of a million Medicaid and Medicare patients, 10,000 physicians and specialists, and over 165 hospitals. Serving 60 Florida counties from three offices in Sunrise, Miami and Tampa, Simply Healthcare's mission is to make navigating coverage as easy as possible for its clients, with a focus on quality information, excellent customer service, and supporting wellness.

## Solution

AAJ had a serious challenge ahead of them. They had only 4-6 weeks to create and fully implement a program that would keep Simply Healthcare in compliance with Florida's Agency for Health Care Administration's requirements.

The first order of business was to relieve the headache of processing PCP assignment by hand. By pulling data from Google, AAJ was able to create an automated program that matched physicians with patients based on zip code. This sophisticated system differentiated between adult and pediatric providers. It also balanced assignments so that no one physician was overwhelmed with new Medicaid patients. AAJ designed the software so that the assignment process would trigger the creation and distribution of enrollment cards, which ensured that every aspect of the enrollment process was completed within the five-day deadline. These new workflows integrated seamlessly with Simply Healthcare's existing enterprise system, TriZetto QNXT.

## Results

- AHCA deadlines met
- Continued AHCA compliance ensured
- Increased scalability allowed for triple-digit growth
- Reduced staffing needs
- Tight system and workflow integration

Simply Healthcare not only provides improved customer care with its new system, it's also accommodating 20% more patients, with room for further growth. Work that used to require two full-time employees now takes one employee less than two days per week to complete. AAJ implemented the upgrade on an extremely tight timeline, ensuring that Simply Healthcare was at the forefront of the MMA roll-out.

Simply Healthcare's IT Project Manager, Gil Castro, had this to say about the project: "AAJ created a system from scratch that has complex integrations, is well-engineered, robust, and technically sound. Their work was very high quality, but they also did it quickly. And AAJ's commitment was impressive. They did whatever it took to help us get the project completed on time-- even if it meant working late hours-- to ensure that we met our tight deadlines."

## TECHNOLOGIES

- TriZetto QNXT ENterprise Core Administration System
- Microsoft BizTalk 2013
- Microsoft SQL Server 2012
- The Google Geocoding API
- Microsoft Excel
- Microsoft Enterprise Library

## SERVICES

- New workflow to process memberships daily versus monthly
- New memberships processed within five days
- Automation of PCP assignment process
- Integration with legacy enterprise system

## BUSINESS OUTCOMES

- Reduced staffing costs
- Improved service to members and participating healthcare providers
- Enhanced reporting capabilities provides new levels of visibility, faster
- Positioned to handle continued growth



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