



Panviva Shows Unity Health a Better Way

OVERVIEW

Challenges

- Current system was antiquated, out of date and difficult to use.
- Staff frustration was creating retention issues
- Policy update process was slow and inconsistent increasing the likelihood of staff error and compliance issues.

Benefits

- Increased employee productivity
- Faster onboarding of new call center staff
- Lower training costs
- Reduced risk of non-compliance errors
- Higher job satisfaction among call center staff

Antiquated Knowledge Systems Constrain Growth and Productivity

Formed in 1994, Unity Health Plans Insurance Corporation, an affiliate of UW Health and Gundersen Health System, provides community-based managed care products and services to more than 180,000 members throughout 26 counties in southwestern Wisconsin. Unity focuses on community-based health care and direct access to leading medical centers.

As changes continue to ripple through the health care industry, Unity realized that their current knowledge systems could not keep up. The old system, basically word docs in a database, was difficult to search through making hard to find information.

Additionally, the email announcement process that was used to provide employees with notice of changes or updates to policies was not consistent across the organization. This meant call center employees would receive important updates based on when they were able to check their email rather than in a consistent timely manner.

In short, Unity Health's systems and processes were not adequate to keep call center employees current on changes nor to provide fast response time to client's questions.

In January 2015, Unity Health set out in search of a better option for knowledge management. They developed an RFP which focused on providing the most accurate information, quickly and consistently. The system had to be easy to use to address staff frustration over the difficulty in finding the information they needed to serve their customers.

"The biggest issue we faced was accuracy of information. We want to make sure our information is very correct. Processes must provide completely accurate information," explained Lori Greubel, Manager, Customer Service, Unity Health Insurance.

"We also had to address retention issues. There is a lot that our team needs to know and understand. We wanted to make sure that it took less time for them to find the information they needed," Greubel added.



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"When lives are at risk, that is pretty serious business. Panviva drills down to give us exactly the information we need."

– Lori Greubel, Manager, Customer Service,
Unity Health Insurance

Unity Health sent the RFP to several vendors, including Panviva. As the team evaluated the different knowledge systems they discovered that all the systems provided information but only Panviva was able to quickly and easily pinpoint the exact information to address the question asked in the moment of need.

"Most of the knowledge systems we looked at were data repositories. You had to know what you were looking for to find the information. Basically, they were repositories in a pretty package."

Panviva was different. The company's context-based system with its combination of deep search capabilities and logical

information structure allowed the Unity Health team to drill down to exactly the right information to immediately address the customer's questions.

Since implementing Panviva, Gruebel has seen substantial improvements in employee productivity, lower training costs and better customer service. Panviva has also helped the organization to stay in compliance with the ever changing and growing health care regulations.

"We absolutely love Panviva. Our new people tell us they cannot believe what fabulous tools we have. They are confident in their jobs out of the gate because the information is so easy to find," said Gruebel.

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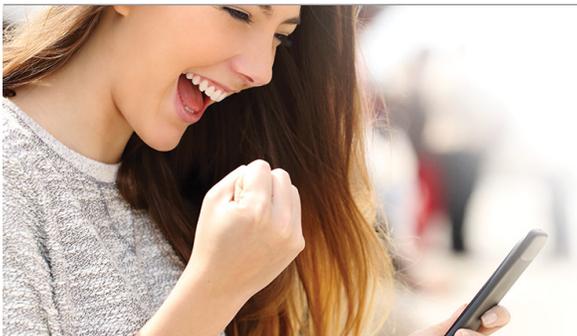
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