



CASE STUDY

Embracing Digital Health
for the CDPHP Network of
825,000+ Physicians

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With the constant state of disruption in the healthcare industry, payors and providers are rapidly adopting and implementing digital solutions to keep pace with changing consumer behaviors, cost pressures and the emphasis on value-based care. Capital District Physicians' Health Plan, Inc. (CDPHP®), a physician-founded, member-focused and community-based not-for-profit health plan, needed to transform several of its platforms to deliver the digital experience their members, physicians, brokers and employers expected.

CDPHP teamed up with EPAM to launch its digital transformation journey, starting with the provider portal, as it is the most actively used platform and supports the CDPHP physician network. Leveraging its domain knowledge of the healthcare industry, as well as its Sitecore and AWS expertise, EPAM worked with CDPHP to revamp its provider portal to deliver a more efficient and personalized experience for its network of over 825,000 physicians. In eight months, EPAM developed a solution that resulted in greater customer satisfaction among providers and helped CDPHP increase operational efficiencies, continuing the health plan's digital transformation.

CDPHP PARTNERS WITH EPAM TO REVAMP ITS PROVIDER PORTAL

With the shifting needs of today's physicians, CDPHP needed to reimagine its provider portal to offer an improved experience for one of its key audiences and achieve its goals of true population health management. The existing CDPHP provider portal was not mobile- or tablet-friendly, had limited personalization features and couldn't provide the comprehensive web analytics CDPHP desired. Additionally, the portal relied on many different technologies, slowing down response time and making it difficult for CDPHP staff to maintain, enhance and distribute content.

CDPHP approached EPAM to help bring its vision to life and deliver an integrated, omnichannel platform that was secure, efficient and fully hosted on the cloud. With an initial user experience identified, CDPHP and EPAM began the process of discovery, design and implementation for the provider portal.

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INNOVATIVE FEATURES AND FUNCTIONALITY ADDRESS THE NEEDS OF TODAY'S PHYSICIANS

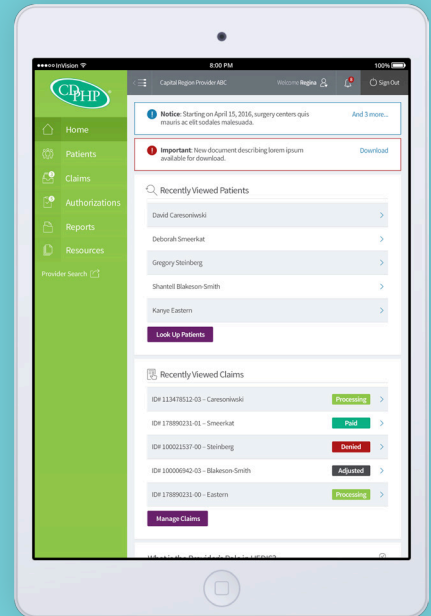
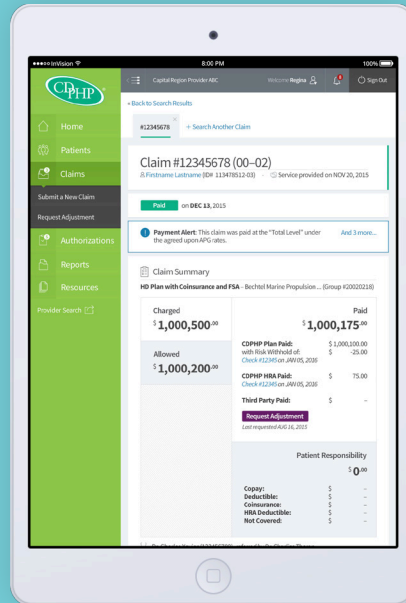
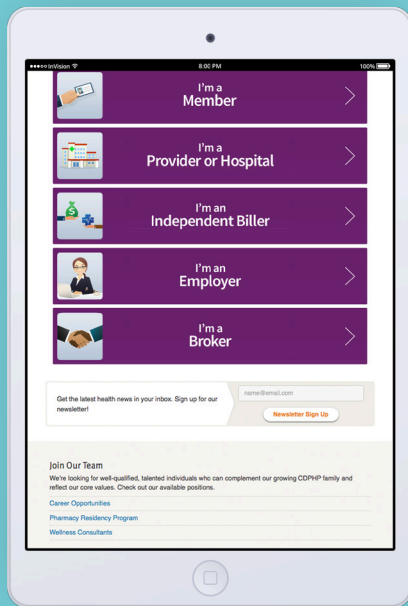
As a physician-founded health plan, CDPHP leveraged its in-house expertise and network of physicians to determine what features and functionality were needed to meet the needs of its physicians. EPAM worked with CDPHP to define a hosting solution plan, technical architecture, integration map and deployment methodology. Using its deep Sitecore and AWS expertise, EPAM helped CDPHP redesign and replatform the new provider portal with the following features:

- Seamless eligibility checks by entering a patient's member ID, name or date of birth, along with the ability to check multiple patients and multiple claims with one search
- Electronic claims adjustment for easier claims processing management
- Simplified search functionality for claim details as well as medical, pharmacy and payment policies by keyword, phrase or policy number
- Modular, componentized architecture hosted on the cloud, allowing CDPHP to create and manage pages dynamically
- Streamlined search for viewing and downloading reports by TIN and site location
- Important news and quality alerts to notify providers of check-up and appointment reminders to address preventive care and track patient status
- Secure single sign-on to ensure providers can quickly pick up on their latest task or outstanding patient questions, while also helping CDPHP map user journeys and track analytics
- Customizable cost-share information for both inpatient and outpatient procedures
- Virtual waiting room with a pop-up feature that alerts physicians of patients that are due or coming in for an appointment
- Responsive design with tablet and mobile-first approach in mind
- Integration with Solr, Salesforce, SharePoint, Active Directory and Ping Federate using Mulesoft as the API engine for seamless collaboration with the existing CDPHP technology ecosystem

TECHNOLOGY STACK AT A GLANCE

**SITECORE • AMAZON WEB SERVICES • SHAREPOINT • MULESOFT • SOLR
SALESFORCE • REACTJS • PING FEDERATE • ACTIVE DIRECTORY**

THE NEW CDPHP PROVIDER PORTAL USER EXPERIENCE



"We love the redesigned CDPHP provider portal. We're especially pleased with the new functionality that allows us to look up more than one client at a time. This has been very helpful and a big time saver!"

CAPITAL COUNSELING, ALBANY, N.Y.

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CDPHP NEXT-GEN PROVIDER PORTAL FURTHERS DIGITAL TRANSFORMATION

With the new solution in place, CDPHP and its physicians can more effectively manage patient care, claims and patient data, and HIPAA compliance. The new provider portal has improved interaction and ease of use for the CDPHP network of over 825,000 providers, allowing for a more personalized, intuitive and streamlined experience from mobile, tablet or desktop. Additionally, the next-generation portal helps CDPHP more seamlessly manage and optimize content, as well as track web analytics and important data for its population health goals. The new CDPHP provider portal also resulted in:



69% decrease in average page load time



Decrease in provider calls, driving operational efficiencies and saving staff time



Reduced servicing costs



Increased customer satisfaction among providers

In the future, EPAM and CDPHP are looking to implement additional functionality to automate back-end processes and deliver text alerts to providers on status updates, claims approval and patient information. The new provider portal provides a solid foundation for CDPHP to continue to expand and deliver personalized journeys for its other key audiences. CDPHP and EPAM will work together to redesign and deliver modern digital capabilities for its members, brokers and employers by building on this next-generation provider portal.

“The partnership between EPAM and CDPHP allowed us to transform our provider portal into a more user-friendly, effective experience. As a physician-founded and guided health plan, we want to ensure a seamless experience for our practitioners, and upgrading our provider portal was a very positive step forward.”

UMESH REGE, CIO, CDPHP

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ABOUT CDPHP

Established in 1984, CDPHP is a physician-founded, member-focused and community-based not-for-profit health plan that offers high-quality affordable health insurance plans to members in 26 counties throughout New York.

ABOUT EPAM

From providers and hospital systems to payor organizations and healthcare ISVs, EPAM helps its healthcare customers navigate the changing healthcare landscape and deliver end-to-end experiences that speed time-to-market while also integrating back-end systems. In addition to recently being listed as a vendor in Forrester's "Now Tech: Professional Services for Digital Health Transformation, Q2 2018" report, EPAM is also a certified Sitecore Platinum Partner and an AWS Advanced Consulting Partner.

QUESTIONS?

Contact us at Sales@EPAM.com
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