

Healthcare

HMO Web-Enables AS/400 App for Improved Customer Satisfaction and Greater Efficiency



“With today’s savvy consumers, HMOs need to provide access through a state-of-the-art web application. With many of our customers, we see AS/400 applications that were web-enabled in a very basic way. With OpenLegacy, it is fast and easy to bring these applications to the next level, by leveraging OpenLegacy’s built-in web components.”

The Challenge

Operating for more than 80 years, this nation-wide Health Maintenance Organization (HMO) is the third largest in the country, serving more than a tenth of the population. It has over 250 clinics and medical centers, offering traditional healthcare in addition to workshops, training, physical activity, preventive medicine and complementary medicine.

The HMO prides itself on providing top-quality healthcare and unrivaled customer satisfaction. Independent reports rank it as the leading HMO in customer satisfaction, and a leading research institute has awarded it the first place among the country’s HMOs 20 times in a row.

Technological innovation has always been a key pillar of its customer satisfaction strategy and overall company success. Its laboratories process over ten million tests a year with same-day texts of results to patients’ mobile phones. It operates a 24-hour call center for member inquiries and appointment booking, and patients can view laboratory test results and make appointments on the HMO’s website.

At the heart of its customer service platform is an IBM AS/400 application used for booking doctor appointments. Hundreds of call center representatives and HMO members access this legacy application through an internet application built on top of it.

About OpenLegacy

OpenLegacy enables enterprises to quickly and rapidly extend and transform legacy systems such as AS/400 and mainframes to the web, mobile and cloud. A standards-based open source development platform, OpenLegacy lets developers solve high impact business problems quickly, giving enterprises a new-found agility and opening the door to creative new solutions at a low cost and with a high rate of success.

Position your company for the future with OpenLegacy.



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To continue providing the best possible service, the user experience of this application was in need of improvement. Call center users encountered a steep learning curve due to its lack of user-friendliness. Internet users could not access many of the features available in the AS/400 application such as rescheduling and canceling existing appointments, or scheduling an appointment for a family member.

The Solution

The HMO turned to OpenLegacy to improve the usability and ease of use of the call center application, and add functionality to the member-facing internet application.

In just four hours, a proof of concept web application was created, encapsulating the entire process of scheduling a basic appointment. This was made possible using OpenLegacy's standard API that automatically enables web applications from legacy solutions.

Impressed by the fast turnaround, the HMO expanded the scope of implementation. Within seven days a web application was developed featuring two different workflows for scheduling a doctor's appointment, including the entire functionality available in the AS/400, that was contained in 36 different screens.

The new web application features a rejuvenated, streamlined user interface. Now, the web application provides an improved customer experience and features that did not exist in the original AS/400 application: Calendar view, unified search, auto-complete, navigation menu, and bread crumb navigation. The new interface also merged several AS/400 screens into a single web page, for faster, easier navigation. Many of these features are a standard part of the OpenLegacy web enablement module.

The Result

Time savings and improved productivity through the rejuvenated application

The user-friendly interface of the new web application is easier to use and includes many productivity enhancements over the previous AS/400 "green screens." The hundreds of call center representatives realized an average 60% productivity improvement over their old workflow. In addition, training time for new call center users was cut in half.

Improved member satisfaction

In initial user testing, members appreciated the ease of use and new functionality of the improved web application. At a company where customer satisfaction is a core value, this result alone deems the project a worthwhile investment.