

# Accelerate Healthcare Client Onboarding

By Changing Your Database (Yes, Your Database)

## The Challenge for Healthcare Client Onboarding

Client onboarding challenges are far too common in healthcare today. Payers struggle to onboard employer groups, TPAs struggle to onboard payers, health IT vendors struggle to get data from clients into their rigid templates, and providers struggle to meet varied and complex credentialing requirements. Typical data formatting in preparation for ingestion to support client onboarding is highly manual and labor intensive. Delays are costly, and mistakes can hurt service levels, customer satisfaction, and organizational reputation—particularly during the key launch and stabilization phases of a new service relationship.

Gathering, converting, and cleaning up data is the most time-consuming and error-prone process in client onboarding. According to Forrester Research, “[d]ata is the lifeblood of an effective onboarding campaign, and while data is generally available for onboarding activities, the timeliness and robustness of the data can hinder success.”<sup>1</sup>

In healthcare, providers, payers, TPAs, and health IT vendors need to exchange the right data elements and only the right data elements, under the watchful eye of an increasingly complex and evolving regulatory environment. Mistakes can be costly in terms of delays, poor decisions, regulatory penalties, and decreased consumer satisfaction. Manual workarounds are always an option, but they add time and cost, becoming a permanent drag on the quality and profitability of long-term contracts.

## The Traditional Approach to Client Onboarding

For most healthcare organizations, client onboarding has traditionally been a largely manual, time- and resource-intensive process. As a result, organizations experience significant delays in time to go-live estimates and waste resources on an error-prone process that doesn’t move at the same speed of their accelerating business. In addition, after initial onboarding, if the data interface or template changes, the process repeats itself, generating greater expense and more delays.

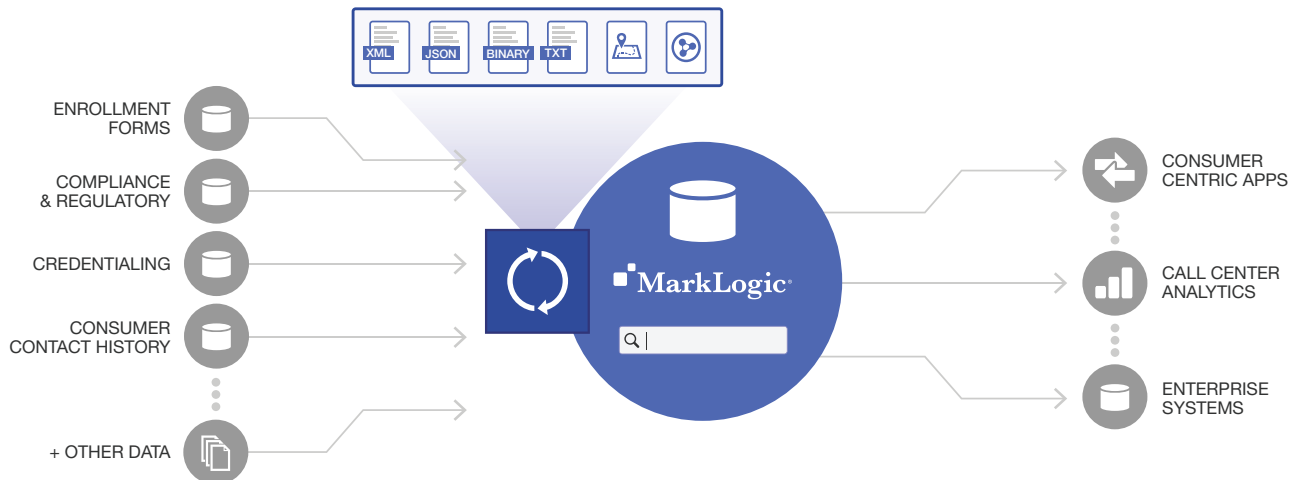
Existing client onboarding approaches create at least three serious inefficiencies:

- **Data inaccuracies.** The largely manual nature of most client onboarding processes results in basic yet critical errors, such as inputting incorrect plan effective dates and dependent names. These inaccuracies make it difficult to manage unique plan and employee identification, increasing customer call center costs as inaccuracies compound.
- **Extensive data modeling & mapping.** Current client onboarding processes require extensive data modeling and mapping to account for the variety of data types regularly received from employers and other customers. Without a way to coordinate client onboarding across various systems to resolve interdependencies, organizations struggle to form a holistic view of their data to enhance customer experience.
- **Timeline delays.** Organizations struggle to integrate relevant disparate data sources during client onboarding, and correct any data quality issues or inaccuracies under applicable timeframes. As a result, enterprise risk magnifies as organizations struggle to manage key compliance requirements.

<sup>1</sup> Brad Strothkamp, Forrester Research, Inc., [A Strategic Approach to Onboarding Financial Service Customers 3](#) (2012).

## A New Generation Approach to Client Onboarding

MarkLogic's agile database platform offers an alternative approach to client onboarding. For healthcare organizations looking to streamline client onboarding processes, while reducing errors and operational costs, MarkLogic offers key advantages.



- Flexible data models.** Unlike the traditional approach to client onboarding that requires extensive upfront data modeling and mapping, MarkLogic simplifies and accelerates data ingestion around key client onboarding data sources. As a schema-agnostic platform, MarkLogic empowers healthcare organizations to quickly ingest data in its native format, avoiding business process delays and unnecessary resource expenditures compared with approaches that rely on traditional relational technologies.
- Search & query.** Because MarkLogic indexes data upon ingest, advanced search and query capabilities allow for immediate, easy access to key information for customer service and compliance purposes. As a result, organizations can more easily identify and reconcile data inconsistencies and inaccuracies, and delivery better response time and service with a comprehensive view across all service channels and data sources.
- Semantics & data enrichment.** Healthcare organizations don't need to rely on error-prone manual processes to drive client onboarding. By linking and contextualizing data and metadata with semantics, MarkLogic can automate and streamline data discovery and workflow processes, dramatically reducing the need for manual data entry. Several organizations focused on client satisfaction have built their recommendation engines on MarkLogic using embedded semantics features.

### MarkLogic in Action

MarkLogic has demonstrated success in improving enterprise-level client onboarding initiatives. For example, to support KPMG's efforts to provide a managed services solution for client onboarding at large financial institutions, MarkLogic offered a solution to reduce costs, comply with sensitive data security and privacy requirements, meet changing financial regulations, and improve customer service. With MarkLogic's flexible, schema-agnostic platform, KPMG teams enable the rapid aggregation of content from multiple internal systems and external data feeds, enhancing real-time responsiveness for customer service operations and easing compliance burdens around high-risk regulations like the Foreign Account Tax Compliance Act and Know Your Customer.



## About MarkLogic Corporation

For over a decade, organizations around the world have come to rely on MarkLogic to power their innovative information applications. As the world's experts at integrating data from silos, MarkLogic's operational and transactional Enterprise NoSQL database platform empowers our customers to build next generation applications on a unified, 360-degree view of their data. Headquartered in Silicon Valley, MarkLogic has offices throughout the U.S., Europe, Asia, and Australia. For more information, please visit [www.marklogic.com](http://www.marklogic.com).

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