BAS (Benefit Administrative Systems): VIIAD's Tools Help Them Nimbly Create and Maintain Dynamic Provider Networks, Enhance Communication with Plan Members and Providers

This leading TPA wanted to ensure that they could keep moving at the speed of the market, particularly when it came to creating and layering provider networks. They identified VIIAD as the right partner with the right products that could evolve with their emerging needs and create more value for their clients.

In an industry that's constantly changing, anticipating and planning for new marketplace needs is critical. Thinking of both current and future needs, Joe Toscano, the CFO of BAS wanted to find nimble tools to support new network designs and more easily and accurately communicate information about those networks to plan members and providers. BAS is a *premier TPA that designs and administers self-funded healthcare plans and* offers comprehensive lifestyle and outcomes based wellness programs. They currently partner with over 300 employer groups, including publicly/privately owned businesses, non-profits, and government agencies.

Prior to engaging with VIIAD, employees who used the TPA's portal to search for a provider would click on a link to a particular PPO's website to find the provider they needed. Some of those websites were not secure, and others needed a log-in and password, which would be issued directly by the PPO. It was adequate, but it wasn't a system that could rapidly respond to new industry needs.

"Although nothing was really 'wrong' with our previous model, I was thinking about the future. When I met with VIIAD, I had a forward-looking vision of where I thought the marketplace might be moving from the perspective of layering networks, carve-out networks, and rules-based steerage of providers linked to benefit design," says Joe. "VIIAD's tools fit a variety of emerging needs in our industry. They also help us communicate more effectively, both internally and externally to plan members and providers."

The company has found VIIAD's products to be real differentiators for their business.

"Health Ticket has a lot of curbside appeal. At the most basic level, it acts like a nice app. If I do a provider search, I can see what my benefits are relative to a provider and I can also see if there is a carve-out benefit," he says. "Clients who endorse Health Ticket really push it. As a result, many of our clients' members use this tool. There's a lot of satisfaction and positive feedback from clients who embrace it."

Plan members like the simplicity of the Health Ticket, as do providers.

"Participants love Health Ticket because the information is so understandable and it's a single step," he says. "When they need to see a provider, they look the provider up, print a Health Ticket—and it has all of the information they need. Providers like it, too, because all of the benefits information is there."

Internally, Health Ticket has also helped their customer service and care management units.

"Health Ticket has been great for our customer service units. We frequently use it to assist customers when they are looking for providers. It helps us easily understand what structure individuals have in their plan and what provider offers the best quality and value," comments Joe. "For our care management unit, Health Ticket provides easier steerage and easier identification of providers that we want participants to see for their needs."

In addition to the Health Ticket, VIIAD's Compass is another an essential tool, and helps BAS respond to changing industry dynamics and requests.

"In instances where we have an onsite clinic or a client who wants to layer in carve-out networks, advanced imaging services or lab services, we are able to layer all of the networks for them with Compass. In some instances, this is the reason why certain sales channel or new opportunities open up," he says. "VIIAD's tools are part of the reason why we're able to respond to new dynamics or unusual requests easily. The value of these tools continues to grow."