NASCIO AWARD SUBMISSION

CALIFORNIA DEPARTMENT OF INSURANCE

Industry & Consumer Portals Project
Category: Government to Business
Project Initiation Date: June 2015
Project Completion Date: August 2016

David Noronha
Chief Information Officer
California Department of Insurance
300 Capitol Mall, #1400
Sacramento CA 95814
(916) 492-3294
(916) 531-7588 (cell)

Executive Summary

With more than 38 million residents and $215 billion paid annually in insurance premiums, California is the largest insurance market in the United States, and the sixth highest in the world. The California Department of Insurance (CDI) – a consumer protection agency that regulates the industry – was handling 170,000 requests for assistance and 35,000 complaints every year, manually. As a result, CDI was constantly buried in paperwork. To better serve stakeholders and the public, CDI implemented a consumer portal, linked to their case management system to provide fluid communications, bring efficiencies to CDI's processes, and mitigate the risks associated with large paper repositories and manual methods. In addition, separate portals allow healthcare providers, insurance companies and insurance compliance officers to upload, download and review related documentation, and communicate with each other.

In August 2015, CDI rolled out the online Consumer and Healthcare Provider Portals, followed by an incremental rollout of the Licensee Portal between October 2015 and February 2016.

With the new portal and an easy-to-navigate site, users can now submit complaint applications any time and follow their case file as it moves through the system. Providers and licensees now have their own secure portals for managing cases and documentation. For CDI, the time and costs associated with online submittals and the outdated paper-based system have been eliminated.

Together the Consumer and Licensee portals bring government directly to citizens and licensees, and provide an online collaboration environment that allows for transparency and faster outcomes for CDI's consumers.

BUSINESS PROBLEM: AN OUTDATED MANUAL SYSTEM

Business Problem

Each year consumers submit more than 35,000 requests for assistance, and until the launch of the online consumer portal, these were largely paper transactions. When lodging a complaint, a consumer had the option to fill out an online complaint form or phone the call center to request a form. A CDI clerk would send the consumer a packet via US mail, which the consumer would then complete, sign and mail back, along with all supporting documentation.

Once a case was opened, CDI would initiate an investigation. Both the CDI and the insurance company then would communicate back and forth – again, via the US Postal Service. A CDI insurance compliance officer would begin the process of reviewing this mountain of paperwork while communicating with the consumer and the insurance company. As the case made its way from submission to resolution, data was manually entered into a computer-based case management system.

As technology advanced and consumers' expectations veered towards 24/7 access in all lines of insurance, including health, CDI realized that there was a need to improve the complaint-handling process to meet the expectations of the 21st Century consumers, including baby boomers to millennials. It was necessary to replace a bulging mail room as well as mitigate the risks associated with large paper repositories and manual methods. The Licensee and Consumer portals provide a new, more efficient and effective method to interact with consumers and stakeholders.

SOLUTION: PORTALS CONNECT CONSUMERS & STAKEHOLDERS

Solution

CDI worked with the experienced team at Adoxio to design and implement a solution built on AdxStudio Portals and Microsoft Dynamics CRM. Their solution provided:

- A way to make the resolution process faster and more efficient
- A vehicle for tracking events and real time status of each complaint
- A portal for consumers and health care providers to initiate requests, edit

information, and follow the path of resolution

- A responsive design that would allow for a variety of devices, including iPhones
- reduced costs over time in mail processing, resources and supplies
- A reduction in mistakes, inherent with a manual system
- A separate portal for insurance companies to more efficiently communicate with the CDI Consumer Portal link:
  http://www.insurance.ca.gov/01-consumers/101-help/index.cfm

Benefits

Consumers and healthcare providers can now submit complaint applications any time, from anywhere, on any device – from desktops to smart phones. They can create drafts and submit at their convenience, log in to upload additional documents or make revisions, and check the status of their complaint without having to make a phone call.

Licensees have their own portal for uploading/downloading and reviewing supporting documentation, and communicating with the Department.

Online submittals are automatically managed by the Customer Management Relationship (CRM) application, and made available to compliance officers with a single mouse-click. For applications that are still mailed in, on the front end they are scanned, entered into the system, and processed electronically downstream.

An easy, responsive, mobile-friendly system is now available to consumers. In the first months of deployment, 51% of complaints – 10,500 in total – came in through the portal compared to 35% of users that used to request an online form to contact the department (everything else including the formal complaint form was paper-based). Although 49% are still received by mail, all signs indicate that this will be replaced in the coming months as citizens are encouraged to use the new system. Additionally, 63,000+ consumer documents have been uploaded via the portal.

Since the launch, 1204 insurance companies have come on board and are processing day forward cases online – that's nearly 100% adoption! These day forward transactions

with insurance companies is now completed through the CRM system, assuring that reporting is accurate, secure and done in a timely manner. Fluid, two-way communications with insurance companies is instantaneous, and documented and organized electronically by complaint in one centralized location. This is a huge improvement over managing paper notes from a phone call, US mail, faxed documents, independent medical review reports, email and everything else that goes with paper processes in a file folder.

The Consumer and Licensee portals do not just take government to citizen consumer and licensee doorsteps by providing the ability to file a complaint anytime from anywhere on any device; it provides an online collaboration venue that enables better business interaction, and ensures visible government to citizens along with faster outcomes for California's insurance consumers.

SECURITY: DATA & TRANSACTIONS

1- The application employs three-tier architecture with encryption and security implemented between layers.

2- Separate libraries ensure that information cannot accidentally be shared between partners without the department's interaction.

3- Libraries are also separated by tier with only essential content available via the portal.

4- Only known users are permitted to register for the industry portal. Administration of these users is delegated to a designated company appointee.

5- Consumers have the option to either submit a request for assistance as guest users or by registering through the portal. The guest option, while more limited in functionality, allows consumers to still submit complaints and supporting documents electronically without the need to formally register. This option is available so as to remove any barriers from consumers accessing services at the Department.

Outreach: Industry

1- CDI reached out to all insurance companies licensed to conduct business in California and offered the ability to engage via the industry portal for consumer complaints.

2- 1204 insurance companies (a majority) expressed interest in participation.

3- CDI developed an industry company / user onboarding program which included:
    a. the establishment of a pilot program with limited licensees to obtain feedback as well as troubleshoot possible technical glitches that are expected with such an ambitious project,
    b. on-site training for the pilot licensees,
    c. training for both the administrator and secondary portal users for the balance of the licensees,
    d. registering administrators and overseeing registration of users,
    e. ongoing feedback from users and administrators.

Outreach: Providers

    1- Developed online video training for portal users
    2- Offered support via a Hotline 800 number

Outreach: Consumers

    1- Advertised on organizational website
    2- Developed online video training for portal users
    3- Offered support via a Hotline 800 number

Performance Measures & Client Feedback

1- Since the launch or the portals, outside of maintenance windows, we have had few consumer or provider issues reported. All issues were responded to and addressed immediately.

2- The portal continues to operate 24x7 (outside published maintenance windows) and the performance has been acceptable.

3- We receive more direct feedback from insurance companies, and they are extremely happy with the portal and its performance.

The California Department of Insurance portals has delivered transparency, better communications, efficiencies, and improved services for all stakeholders and consumers.