

CORE Trading Partner Program
 Engagement Document
 November 2010

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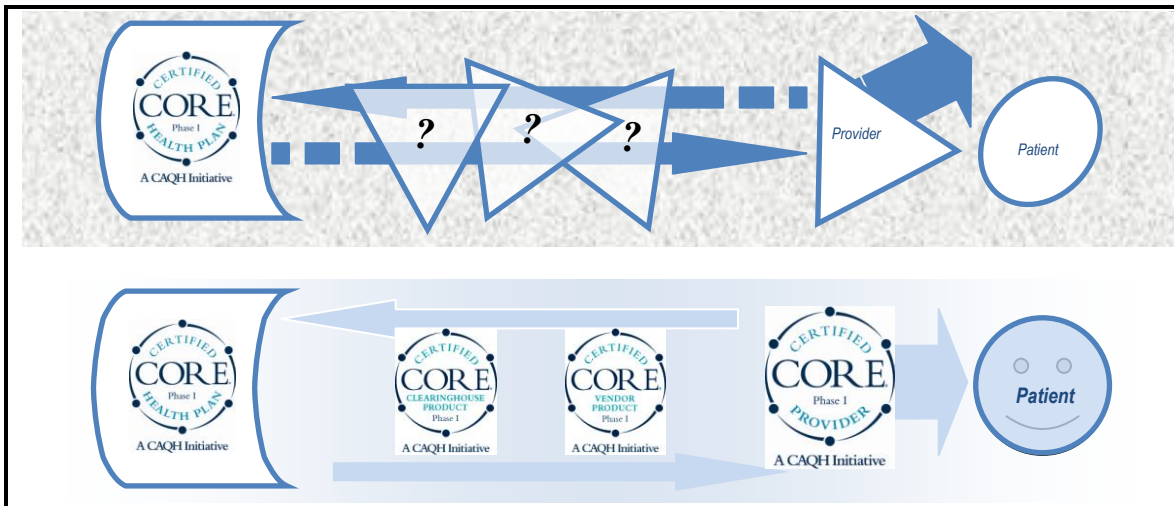
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A. Delivering the Benefits of CORE Certification to Your Members

Your organization's CORE Certification is a significant operational achievement and represents a commitment to advancing operating rules that streamline the delivery of important administrative information to your business partners, network providers, and members. Voluntary adoption of the CORE rules continues to greatly improve electronic communication between health plans and providers. A CAQH study by IBM Global Business Services found that industry-wide implementation of the CORE Phase I rules alone could yield \$3 billion in healthcare savings.¹ Widespread adoption of the Phase II rules and subsequent phases of CORE will result in even higher savings for stakeholders across the industry. To-date, approximately fifty organizations have earned the CORE Phase I Seal. Over half of these organizations have already achieved or are committed to achieving Phase II Certification in the next few months. While CAQH and the entire industry can be proud of the momentum we've built, we now have the opportunity to expand the value of CORE and bring the benefits of implementation to more of the industry.

Your investment in CORE Certification will not be entirely optimized until end-to-end adoption of the CORE rules across your trading partner community is achieved. Your organization can influence this downstream adoption to transform administrative workflow, reduce costs, and maximize value for your members. CAQH would like to work with your organization to engage directly with clearinghouses, vendors, and provider organizations to ensure that your investment in CORE Certification delivers all of its associated benefits.

End-to-end CORE Certification across your trading partner network can revolutionize how providers, and their patients, access important administrative information that you are now making available.



¹ <http://www.caqh.org/COREIBMstudy.php>

B. Objective

To implement a marketing/outreach program that helps drive adoption of CORE rules among your organization's trading partners, bringing improved delivery of administrative health information to your network of business partners and enhancing the healthcare experience for your members.

C. Aims

CORE Certification by a health plan is the key step in better enabling provider access to administrative information, improving business partner relationships, and enhancing the member experience. However, these benefits cannot be fully realized without end-to-end adoption of the CORE rules by your downstream trading partners.

Many of the key IT decision-makers in your organization understand the importance of CORE Certification from an operational perspective. In order to broadcast these new capabilities throughout the enterprise, CAQH will offer direct support and material resources to:

1. Educate internal stakeholders and front-line staff on the value of CORE Certification and its potential impact
2. Introduce best practices for CORE Seal marketing and promotion
3. Help develop content and resources for sales training
4. Support health plan-led outreach to trading partner community

Should your organization want to take suggested campaign ideas directly to market, CAQH resources will work with your staff to:

5. Engage and educate trading partners to influence their next steps towards CORE Certification
6. Help develop content and resources for user groups, trade meetings, etc.
7. Track post- engagement Certification outcomes

In order to achieve each aim, CAQH can provide a list of suggested internal and/or external activities such as education/outreach, marketing/promotion, and direct engagement.

D. Target Trading Partners

Every health plan has a short list of critical vendor/business partners and strategic high volume providers within their trading partner network. Once a list of trading partners is provided, CAQH can help develop a target list of those that are not yet CORE-certified. CAQH resources may be able to draw from previous history with these organizations to identify key contacts and points of engagement that complement your efforts.

E. Human Resources

- CAQH Staff
 - Sales/Marketing – engagement, outreach, etc.
 - Communications – toolkit logistics, marcom coordination

- Health Plan Staff (suggested)
 - MARCOM
 - Industry Relations
 - Product Management/EDI
 - Provider/Partner Relations

F. Available Marketing Tools

CAQH has developed a number of tools that can be customized to help manage outreach and communications to your trading partners. (Any and all of the CAQH tools and resources are available to you, regardless of the scope of our collaboration.)

- Health Plan Trading Partner Mapping (see appendix 1 for details)
 - Comprehensive list of business partners and strategic providers, detailing current EDI capabilities, key contacts, and next steps for engagement

- Trading Partner Toolkit (see appendix 2 for examples)
 - Targeted “media” packet includes language and material for direct engagement
 - Includes customized value proposition language
 - Includes slick/foamcore Seal offer for tradeshow placement

- Web
 - Pass-along media to promote development of CORE-certified “administrative information supply chains”
 - FAQ to support inquiries about business relationships, the CORE rules, CAQH contacts, etc.

G. Next Steps

The following options are presented below to help determine the level of effort necessary to achieve our shared aims.

1. Exploration (1-2 weeks)		
Action	Objective	Outcome
Informational meeting - 1 hour onsite or conference call with primary contacts	- Introduce Trading Partner Program proposal - Discuss possible next steps	- Determine if a follow-up <i>informational</i> meeting is appropriate
Educational meeting - 1-2 hour onsite or conference call with suggested health plan resources	- Educate internal stakeholders - Review list of aims - Identify benefits and possible outcomes of Trading Partner engagement - Review suggested campaign tactics	- Determine if a follow-up <i>project</i> meeting is appropriate - Initial list of shared aims
2. Commitment (1-2 weeks)		
Action	Objective	Outcome
Project meeting - 2-3 hour onsite with CORE team members and suggested health plan resources	- Identify potential targets - Outline possible campaign activities, i.e. messaging, outreach, resources - Brainstorm possible strategies - Detail next steps for execution	- Determine final list of shared aims - Reach a decision for go / no-go on execution, resources, and timeframe

3. Execution (3-4 months)

Action	Objective	Outcome
Project kick-off - 2-3 hour onsite with CORE team members and suggested health plan resources	<ul style="list-style-type: none">- Coordinate outreach- Line-up business partner and strategic provider engagements- Leverage existing marketing and trade plans- Assign responsibilities	- TBD

Appendix 1

Health Plan Trading Partner Mapping

Health Plan X Profile

- Phase I Certified Q1 2010
- Key Contacts
 - John Doe, Systems Manager, 305-555-0172
 - Jane Doe, Marketing Communications, 305-555-7366
- Total 2009 Medical Enrollment: XXX,XXX (X% Public Sector risk)
- Vendors: TBD
- Strategic Providers:
 - Health System A
 - Health System B
 - Health System C
 - Health System D
 - Health System E
 - Health System F
 - Health System G
 - Health System H
 - Health System I
 - Health System J

Trading Partner Map

Target Trading Partner	CORE Certification (PI/PII)	Trading Partner Type	Trading Partner Contact	Next Steps

Appendix 2

<Health Plan X Logo>

Sample Letter for Vendors

Leveraging CORE Certification and Getting Business Partners Involved



The Impact of End-to-End CORE Certification

Health Plan X has made significant investment in its Information Systems and operational infrastructure to support improved access to critical administrative information for its trading partners. By achieving CORE Certification, Health Plan X is demonstrating its commitment to helping providers access eligibility/benefits, patient financial liability, and claim status information using the vendor and/or clearinghouse/EHN of their choice. Health Plan X has implemented the CORE rules which require they deliver these data predictably in real-time. In order to take advantage of this new stream of administrative health information, your organization will want to consider implementing the CORE rules and getting CORE Certified.

Health Plan X's efforts to improve their relations with providers and, in turn, enhance the member experience through predictable information exchange provides significant opportunity to the vendor and clearinghouse/EHN community. Thanks to Health Plan X's implementation of CORE Phase I rules, you can now gain consistent access to such data as:

- patient eligibility
- patient benefit coverage
- confirmation of coverage for nine most common service types
- verification of patient's co-pay amount, coinsurance level and base deductible levels (as defined in the member contract) for each of those service types

In addition to delivering more robust eligibility and benefits information, Health Plan X has implemented a uniform connectivity methodology that allows consistent access to their member data. The predictable content delivery methods support:

- System connectivity safe harbor standard (HTTP/S)
- Standard inquiry acknowledgements
- Maximum response times (batch and real-time)
- Minimum hours a system must be available (system availability)

Taking the Next Steps towards CORE Certification

Any entity that creates, transmits or uses eligibility data can become CORE-certified and receive the CORE Seal. The CORE Seal indicates a company has successfully completed certification testing with a CORE-authorized testing vendor, demonstrating proper implementation of the CORE rules.

CAQH recommends that all entities pursuing CORE Certification follow four key milestones:

- Pre-certification planning and evaluation
- Signing and submitting the CORE Pledge
- CORE certification testing
- Applying for the CORE Seal

Health Plan X and CAQH staff will work directly to inform your decision-makers on the benefits of entering the Health Plan X's trading partner network and to detail the technical, operational, and marketing components that go in to optimizing this new relationship.

As a valued partner of Health Plan X, we strongly encourage you to become CORE-certified. The Provider community will be better enabled and more patients positively engaged with every organization that completes the certification process. We look forward to working with you to execute on this important initiative.

<Health Plan contact and details>

<CAQH contact and details>

Sample Letter for Providers

<Health Plan X Logo>

Leveraging CORE Certification and Getting Strategic Providers Involved



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Health Plan X's efforts to improve provider access to critical patient information through predictable electronic methods provides significant opportunity to introduce next-generation patient access, financial services, and reconciliation tools to help streamline your revenue cycle operations. Thanks to Health Plan X's implementation of CORE Phase I rules, you can now gain consistent access to such data as:

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- patient benefit coverage
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As a valued partner of Health Plan X, we strongly encourage you to become CORE-certified. Your facility's access to critical administrative information will be better enabled and patients more actively engaged with every organization that completes the certification process. We look forward to working with you to execute on this important initiative.

<Health Plan contact and details>

<CAQH contact and details>