

About Aetna

Aetna is one of the nation's leaders in healthcare, dental, pharmacy, group life, disability, and long-term care insurance and employee benefits. The company is dedicated to helping people achieve health and financial security by providing easier access to safe, high-quality health care and protecting their finances against health-related risks. Aetna puts information and helpful resources to work for its members to help them make better informed decisions about their health care.

Aetna provides benefits through employers in all 50 states, with products and services targeted specifically to small, mid-sized, and large multi-site national employers, serving more Fortune 1000 companies than any of its competitors. The company also serves individuals and Medicare beneficiaries in certain markets.

As a leading insurance provider, Aetna's strategy is to stand out in the competitive insurance industry by providing superior customer service and support. The company believes this is the best way to build market share and maintain a competitive advantage.

The Challenge

In this highly competitive and fast changing industry, it has become increasingly difficult to ensure that every employee receives the information they need, when they need it. In particular, Aetna has a strategic need to deliver policy and claims processing related information in a timely, efficient and cost-effective manner to each employee, providers, members and customer support. In

addition, there is also a need to provide performance support mechanism for the users after the training period. In order to achieve this, Aetna was delivering web-based training to all their users. It was very expensive in terms of cost as well as time and effort to put together web simulations and documentations.

The company sought out a solution that enables training to be delivered in a timely and efficient manner. The top three criteria for Aetna were

- Speed of producing simulations
- Non-modification of underlying code
- Ease of use

The Solution

Epiance Business Process Performance Solutions provides Aetna with a cost effective and efficient platform to centrally manage, track, and develop training for thousands of geographically dispersed employees.

Aetna implemented epilearn - one of the components of Epiance Business Process Performance Support to deliver application training for their Pega Systems (customer support portal).

The company deployed epilearn with a handful of subject matter experts. These experts captured the best practice business processes on the target system in real time, developed simulation training and documentation rapidly.

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We were immediately impressed by the ease and speed with which we could produce web based simulations for use across the network.

- David Ulm,
 Project Manager

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The Results

The results were outstanding. The traditional method of producing web-based simulations was time consuming and requires tremendous manual efforts. With the implementation of epiplex, what took a Flash programmer 12 – 20 hours to produce takes only ten minutes with epiplex. Aetna realized an 80% reduction in time and cost for developing training content and documentation. This projection is based on the following:

- Capture is immediate and ongoing, and keeps pace with core system changes without increasing costs
- Development of simulations is almost completely automatic, based on capture
- Development of Simulations consume, on average, less effort and costs as compared with conventional Simulations development

Technology

Epiance patent-pending agent technology captures every end-user through automation, reducing required headcount, and removing redundant, inaccurate islands of information.

Customers

The Epiance portfolio of more than 45 customers includes Merrill Lynch, Aetna, SBC, Mitsubishi, Toyota, Nippon Steel, Canon, Microsoft, and IBM.

About Epiance

Epiance is the premier provider of business performance software solutions that capture and automate business processes; enforce best practices; improving workforce productivity and efficiency while reducing costs; integrate disparate applications and technology; and maximizing financial and operational performance.

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