Cavulus was purpose-built for Medicare Advantage, providing a complete end-to-end solution for Medicare Advantage Organizations. This includes five products - MedicareCRM, Enrollment Channel Management (ECM), Enrollment Member Management Administration (EMMA), Dynamic EDI, and Cavulus BPO - that can either be implemented on their own, or brought together through the compliant workflow automation suite, Cavulus MAP.

In addition, Cavulus offers a turnkey, multichannel service to actively identify and enroll Medicare members. The service is customized for the Medicare Advantage market and enables data-driven sales and marketing strategies with seamless integration of lead generation, sales management, and an optimized customer experience.

Products and services are module-based so that organizations can quickly deploy as needed to accelerate their growth strategy. This increases speed-to-market and ongoing flexibility to help ensure a rapid return on investment.

A TRUSTED PARTNER

Up to 30 percent of health care costs are attributed to redundant and outdated systems. Cavulus is helping health plans and Medicare Advantage plans address this staggering figure through its combination of technology, workflow automation, and modern data science.

Backed by its client-focused approach, Cavulus serves as a strategic partner to help immediately and well into the future.

KEY BENEFITS

Dynamic CMS-approved call center scripts

Call center graphical user interfaces (GUI)

Lead assignment algorithms

Consumer-facing sites

Plan comparison tools

Data aggregation

Health plan administration and TPA services

UPMC

UPMC and Cavulus: Defining the Next Generation of Medicare Advantage Technology

Some Medicare Advantage (MA) plans reduce cost by retrofitting commercial insurance software or agnostic technologies to support their Medicare line of business. Unfortunately, this often results in extensive implementations that exceed budgets, resources, and reduce their competitive advantage.

UPMC Health Plan set out to avoid this by finding a member management solution specifically built to handle the heavily-regulated MA space.

Why Cavulus

After reviewing several solutions, Cavulus was identified as the clear-cut winner. Not only is it purpose-built for Medicare Advantage, it also offered a quickly deployable and proven solution that's already in use by many of the biggest names in the industry. As a result, UPMC Health Plan signed on as a client in 2015.

Seeing Results

Cavulus solutions have since become an integral part of the Health Plan's infrastructure and growth strategy, helping the organization expand its HMO plan by 113 percent. Today, there are more than 1,000 end-users on Cavulus systems across UPMC's operations.

Identifying an Opportunity

More than just a valued vendor, Cavulus also represented an opportunity for UPMC.

Only a year after signing on with Cavulus, UPMC saw the MA market grow. UPMC realized that other health plans would need "off-the-shelf" solutions to compete quickly, realize return on investment, and provide value to their members. The Health Plan knew first-hand that the Cavulus solution is reliable, effective, and not constrained by technology challenges.

UPMC seized the opportunity and made a strategic investment in Cavulus in September 2016.

Testing and Expanding Solutions

Today, the Health Plan acts as both a customer and a development and beta-testing site for Cavulus to prove technologies in the day-to-day operations of a MA plan. When new products are released, they've already been utilized in real world scenarios and have transacted complex data to downstream entities such as the Centers for Medicare and Medicaid Services (CMS).
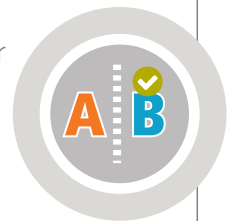
Working together, UPMC and Cavulus have expanded the infrastructure beyond Cavulus's existing solutions for predictive analytics, marketing, and sales to encompass a complete Enrollment Operations suite. Both aim to provide next-generation technology and the expertise needed to help organizations work more efficiently, and foster collaboration across its supply chain.