

RESULTS



Administration time reduced from 20hrs to 20 mins.



All-time high in client satisfaction.



Solution Delivery in 5 weeks.



Built-in flexibility for future expansion.

For More Information:

info@4point.com

CVS CAREMARK

WWW.CVSCAREMARK.COM

Not only does the solution provided by 4Point allow for resource allocation to more strategic initiatives, but the fact that documents are now more specifically tailored to individual plan holders means members are getting a better product.

TODD ROOKER,
PRESIDENT
SILVERSCRIPT INSURANCE

About

For over 35 years, CVS Caremark has been a leading provider of pharmaceutical benefits to Americans across the United States. SilverScript Insurance Company, their wholly-owned subsidiary, provides a Prescription Drug Plan to nearly 400,000 beneficiaries.

Challenge

Previously, healthcare information at Silverscript.com was generic. It did not always accurately reflect specific plan levels or supplemental coverage. In-house, analysts could spend up to 20 hours-per-week, working on custom health documentation. The mailing out and response rate of documents often created a process that was labour intensive. CVS Caremark aimed for a solution to streamline their forms online. Their aim was to build a digital platform that would be flexible and easily responsive to their clients.

Solution

Partnering with 4Point, CVS Caremark saw how Adobe Experience Manager Forms (formerly Adobe LiveCycle) technology can create e-forms that integrate user's personal health plans through an easily responsive and engaging interface.

In five weeks, 4Point deployed Adobe Output Designer to design four new templates. Adobe LiveCycle Assembler then combined each form's content. Finally, Adobe Web Output Pak created client-specific URL's that calls-up related PDF forms and generates customized content.

With guidance from 4Point, CVS Caremark has been able to introduce efficiencies, reduce costs, and meet industry guidelines. As a result of an easier process for users, SilverScript.com reported an all-time high in member satisfaction. The new solution helped CVS Caremark improve workflow efficiency. Analysts are now able to administer plan documents in as little as 20 minutes.