



## Dell State Health Services

### Dell Services is Helping States Provide Effective and Affordable Access to Insurance Exchanges

States across America are embarking on a new mission — implementing healthcare reform. Not since the passage of Medicare in 1965 has the U.S. made such sweeping changes to the nation's healthcare delivery systems. And, under the new law, states will play an instrumental role.

Dell Services is helping states successfully prepare for this new journey. Our award-winning services team is providing expert advice and proven technology and business process solutions that will help states address new mandates and expand insurance coverage to their residents. Dell Services is one of the only services providers that has extensive experience in managing a successful insurance exchange.

With billions in federal stimulus and healthcare reform dollars being invested, states have to prepare now if they plan to meet the demands of extending insurance coverage to over 36 million Americans.

### Dell Services Supports Success

Our State Health Services span the spectrum from offering policy and operational consulting to providing proven and cost-effective technology and business process solutions. Our services are specifically tailored to meet the new requirements states must meet in order to address healthcare reform mandates.

As the world's largest IT hardware and services provider in healthcare, we understand how to use technology as an enabler for transformation. Our extensive business process and customer enrollment and coordination expertise can help states increase efficiencies in their Medicaid program and other healthcare financing and delivery operations.

Dell Services can also help states address the new demands on their systems as they enroll more constituents in Medicaid and establish new programs, such as health insurance exchanges, health information exchanges, co-operative insurance organizations, and consumer-related information portals.

Dell State Health Services provides state's with the following:

- Medicaid expansion preparation
- IT infrastructure modernization
- Process improvement
- Business process solutions
- Technology optimization
- Integrated health management solutions
- Billing and enrollment solutions
- Call center operations
- Consumer-oriented communication platforms
- Traditional IT-related sourcing strategies

Regarding the creation of state-based Insurance Exchanges:

“This is one of the biggest implementation challenges in the last half century.”

**Jon Kingsdale**  
Executive Director  
Health Connector  
March 23, 2010

Dell Services can help states manage these new demands while maximizing their financial resources and providing new critical healthcare services for residents.

“Perot Systems (Dell Services) should be awarded the contract based on predetermined scoring criteria, which, in addition to cost, included overall quality of proposal, description of technical resources available, ability to scale resources up or down as necessary, and demonstrated success in previous engagements.”

**Bob Nevins**  
CIO  
Health Connector  
May 8, 2009

### Health Insurance Exchange Services: Success at Mass Connector

Dell Services has proven expertise in building and managing Health Insurance Exchanges. The concept of a health insurance exchange is familiar in Massachusetts, where the passage of an innovative state health reform bill in 2006 led to the creation of the Commonwealth of Massachusetts Health Insurance Connector Authority (Connector). An independent public authority, the Connector helps individuals and small businesses select and purchase health insurance plans. Largely because of the Connector, Massachusetts currently enjoys the lowest rate of uninsured in the nation.

Dell Services, now part of Perot Systems, has deployed and is managing a number of the critical platforms and applications that the Connector uses for enrollment, processing, and communicating with its enrollees. Our extensive expertise in the healthcare and insurance industries enabled us to quickly implement an advanced IT system customized to meet the Connector’s needs in record time. We also operate the Connector’s multilingual customer call center, staffing the center with representatives well-versed in the process that Commonwealth residents need to follow to obtain insurance and understand which policy best meets their individual or small business needs.

We are proud to have helped the Connector provide insurance coverage to more than 400,000 residents. Notably, our proven technology and commercial best practices also helped the Connector realize significant cost savings as they served their members.

### Looking Beyond Massachusetts: Building Your Exchange

We not only provide state-of-the-art technology solutions for states working to create their own insurance exchanges, but we can also provide valuable insights and lessons learned from the ground-breaking efforts in Massachusetts. Most importantly, we have a proven and robust, user-friendly Web portal application that states can deploy quickly and efficiently to manage their exchange’s enrollment and customer education needs.

### Dell Services Is There With You Every Step of the Way Governance and Stakeholder Management

Whether you are facing challenges managing constituencies or addressing an influx of questions from citizens, we can assist you in developing a governance model to meet your needs and satisfy key stakeholders.

### Planning Your Insurance Exchange

Recognizing that exchanges must be operational by 2014, there is no time to waste. Every state has to produce their own roadmap for creating and managing their exchange or several exchanges. We can jumpstart your planning and assessment efforts by providing expert knowledge and introducing you to our customized exchange tool set.

By January 2013, states must secure HHS approval for their model and make a number of foundational decisions on how they want to enroll and manage their state program. Because one size will not fit all, Dell Services can help states build an insurance exchange model that can manage their unique needs and challenges, while still meeting the approval criteria of HHS.

### Training

A key differentiator we offer is our expertise building and introducing unique education and training programs that help stakeholders understand all phases of the program and how to work effectively in the post-change environment. Once implemented, we also help manage the transition initiatives by involving key stakeholders throughout the implementation process.

### Optimizing What Is Already In Place

Since infrastructure varies widely from state to state, and designing and implementing a health insurance exchange should not require uprooting existing infrastructure, Dell can help you identify and fully leverage existing systems, platforms, and programs. We have been able to offer our customers significant savings through an initial assessment that helps identify solutions that close old gaps and that can deliver a seamless transition to the future state infrastructure — one that efficiently manages the new data processing requirements associated with a successful insurance exchange.

## An Industry Leader

### KLAS Rankings\*

Ranked #1 by KLAS in the February, 2009 Specialty Report "Maximizing Your Consulting Investment: A Report on Healthcare IT Consulting Services". for Market Segment-Clinical Implementation Principal\*<sup>1</sup>

Dell Perot Systems EBO Solution Ranked #1 in KLAS Revenue "Revenue Cycle Services: From the Extended Business Office to Transformational Services". Cycle Services Study\*<sup>2</sup> November 2009.

### Gartner Ratings\*\*

Rated #1 provider of IT Services in the worldwide healthcare market (2010)<sup>1</sup> based on revenue. In 2010, Gartner rated us as "Strong Positive" (the highest possible rating) in its MarketScope North America Report for:

- Data Center Outsourcing

### Black Book Awards

In the Black Book of Outsourcing Healthcare Industry survey, we earned top rankings as:

- Highest rated vendor in IT outsourcing (2009)
- Highest rated vendor for Revenue Cycle Management (2008)

The initial assessment will:

- Identify recommendations for your organization's strategic, operational, and technology plans
- Provide support as you assess vendor selection criteria or evaluate existing systems and other applications to advance adherence with technology certifications, interoperability, and health information data exchange capabilities
- Help mitigate risks while ensuring integrity and reliability of systems, portals, and end user access by providing recommendations to improve existing data security and privacy policies, procedures, and processes

### Systems Design, Implementation, and Portal Deployment

Our team can help design, price, and implement an exchange IT environment that is cost-effective, operationally efficient, and perhaps most important, fully compliant with HHS guidance and regulations.

We have more than 21 years of experience successfully building complex healthcare IT systems that meet a myriad of performance and interoperability requirements. We also have first-hand experience in building the necessary portals and applications to manage your exchange.

### Enrollment Processing Services, Billing, and Reimbursement Solutions

We have a robust and proven application solution tailored specifically to address exchange enrollment, billing, and reimbursement processes, as well as data elements. Our proven application is flexible enough for customization to meet your unique needs and ensure your exchange is producing the accountability metrics and reports required by key stakeholders, regulators, and the federal government to validate compliance with mandates and regulations.

### Customer Call Centers

Effective customer relationship management depends on trustworthy communications. That's why a high-quality call center using best practices and procedures that effectively and efficiently address customer needs is critical to any exchange program. Primarily because of high employee turnover, many call centers fail to meet the service expectations of both the business and its customers. Inadequate processes and service tools can also impact performance,

We manage call centers around the country and around the globe. We can help your state prepare for — or even manage — the customer intake and management needs. Our call center solutions can provide both the technologies solutions and the human resources needed to achieve effective customer relationship service and management. We also add efficiency by optimizing existing infrastructure and through extensive training and manpower management.

### Portal Design and Implementation

We designed our insurance exchange portal using a methodology that ensures we have both the flexibility and scalability necessary to handle the immediate demands of a surge in enrollment, as well as the scalability necessary to manage the current and future requirements for the exchange. Our portal also creates that ever-important "one stop shop" that customers desire in today's fast paced, information-on-demand world.

## Meet Our State Health Services Team

The Dell State Health Services division draws on a cross-functional team of experts that spans the insurance, government, and healthcare industries. Our team has extensive industry expertise and delivers unparalleled services to our state customers when it comes to implementing healthcare reform, reducing costs, creating improved IT systems, or driving transformation in state health organizations.

### Melissa Boudreault

**Director  
Dell State Health Services**

As the leader of State Health Services for the Dell Services healthcare group, Melissa Boudreault develops and implements healthcare solutions that blend cutting-edge technology with changing regulatory requirements.

Prior to joining Dell Services, Boudreault served as Director of the Massachusetts Commonwealth Care Health Plan, where she was one of the original implementers of Massachusetts' groundbreaking healthcare reform legislation. While in this role, she was responsible for designing many of the programs' successful policy and operational initiatives.

Boudreault has extensive expertise in both healthcare and IT, and throughout her career, has focused on the intersection of IT and program design. As a senior advisor to the Massachusetts Executive Office of Health and Human Services (HHS), she led efforts to blend IT and program design to transform a number of key areas, including enrollment, provider services, and contracting. Boudreault has been on the forefront of some of the most innovative developments in healthcare and is now utilizing her expertise to work with states in the creation of their own insurance exchanges.

Boudreault received a master's degree in history from Boston College and a bachelor's degree from Simmons College.

### Harry Greenspun, M.D.

**Chief Medical Officer  
Dell Services Healthcare**

Dr. Greenspun is the Chief Medical Officer of Dell Services Healthcare, providing strategic leadership with a clinical perspective. He has held a diverse range of clinical and executive roles across the healthcare industry, giving him a unique perspective on the challenges and opportunities faced in health IT. Dr. Greenspun was named No. 18 on Modern Healthcare's "50 Most Powerful Physician Executives in Healthcare, 2010."

Over the course of his career, Dr. Greenspun has held many key roles in implementing company- and industry-wide policies. Prior to joining Dell Services, he served as Chief Medical Officer for Northrop Grumman Corporation, where he provided subject matter expertise, thought leadership, and strategic direction. More than a decade ago, Dr. Greenspun founded a company that tracked clinical outcomes in cardiac surgery, which later became the healthcare practice of an open-source software company.

### Kevin M. Fickenscher, M.D., CPE, FACPE, FAAFP

**Chief Strategy and Development Officer  
Dell Services Healthcare**

One of the nation's visionary leaders in healthcare, Dr. Fickenscher is Chief Strategy and Development Officer of Dell Services Healthcare.

A physician executive and leader with extensive experience in strategic and operational development with complex healthcare organizations, Dr. Fickenscher has provided leadership for various organizations related to organizational transformation and development, physician management, health policy analysis, leadership development, information management, clinical quality, and resource/care management, among other areas.

Dr. Fickenscher is a regular participant at the national level in discussions, debates, and presentations related to the future of the U.S. healthcare system. In May 2007, Modern Healthcare ranked Dr. Fickenscher as No. 12 on "The 50 Most Powerful Physician Executives in Healthcare, 2007." He is also an avid thought leader and publishes a blog, The Washington Report, on the Dell Website.





**Jeffery T. Brooks**  
**Vice President, Payer Solutions Group**  
**Dell Services Healthcare**

Jeff Brooks is Vice President of Dell Services healthcare group, Payer Solutions businesses.

Brooks is responsible for overseeing the unit's Business Process Outsourcing (BPO) practices, state health services operations, Integrated Health Management (IHM), and the Xcelys™ product and associated services. Prior to joining Dell Services, Brooks was with EDS for more than 23 years, holding a number of leadership positions in the state and federal healthcare units.

Brooks graduated from the University of San Francisco.



**Kelli J. Williams, RN, MBA**  
**Director**  
**Dell State Health Services**

Kelli Williams' has over 10 years of experience in helping State governments address the unique challenges they face with state-funded health programs. Having began her career as a registered nurse, where she rose to clinician of the neonatal intensive care unit, Williams launched her sales career in 1992 with McKesson Health Solutions.

Williams has successfully introduced medical management solutions, including eligibility and enrollment services, nurse triage, disease management, utilization management, and maternity management to employers, third-party administrators, health plans, state health benefit plans, and state Medicaid plans. Before joining Dell Services, Williams was Vice President of Business Development for Policy Studies Inc., where she was responsible for sales to three state government accounts.

Williams earned a B.S. of Nursing from Georgia State University and a Masters of Business Administration, International Business, from Mercer University.

[We welcome an opportunity to explore ways in which we might assist your organization. For additional information on services and solutions designed to help you successfully update your processes or information technologies, visit \[dell.com/services\]\(http://dell.com/services\) or contact us at 888.888.3872.](#)

**Award References**

Note: All rankings above (except Data Center from Gartner for Dell, Inc.) were for Perot Systems, which is now part of Dell Services

\*1Maximizing Your Consulting Investment: A Report on Healthcare IT Consulting Services,\* February 2009. KLAS Confidential Information. © 2009 KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)

\*2 In the November 2009 KLAS report, "Revenue Cycle Services: From the Extended Business Office to Transformational Services,\* Dell Perot Systems is ranked #1 in the category of Extended Business Office. © 2009 KLAS Enterprises, LLC. All rights reserved; [www.KLASresearch.com](http://www.KLASresearch.com)

\*\*1 Gartner, "IT Services Market Metrics Worldwide Market Share: Database" April 2010, Kathryn Hale, et al.

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