HealthPlan Services Finds Immediate ROI with Performance Management Tools

Database awareness is critical in today's marketplace.

For HealthPlan Services (HPS), the Affordable Care Act (ACA) has been a catalyst to provide better service to their existing customers, and reach a whole new, untapped customer base. While most companies were lamenting the ACA, HSP looked for innovation. By providing a frictionless end-user experience through their website, they could reach and retain a vast number of customers. The question was, how could they achieve this experience without hiring additional DBAs, buying new hardware, or writing new scripts? Having the right tools to identify database issues quicker and produce reports faster would be critical to their success. Like many companies, HPS relies on DB2 technology as the backbone of their sales, service, retention and technology solutions to the insurance and managed care industry. Despite the robust features and tools included with their DB2 edition, they lacked proactive tools to help them fine tune and locate the root cause of database performance issues. With innovation in mind, HPS decided to search for a performance management tool to help them find immediate ROI through monitoring, tuning and trend analysis.

Challenges

Before HPS made the choice to utilize DBI's pureFeat(TM) Performance Management Suite for IBM DB2 LUW, they had been frustrated trying to use the bundled software that was included in their DB2 Advanced Edition. They knew their performance success depended on faster performance and trend analysis, but the tool they were using failed repeatedly.

> "The *rapid*, *measurable* results we've achieved with the DBI tools *surpass* any I've worked with previously. They have helped *accelerate* our preparations for health care reform and, subsequently, our company's *contributions* to the healthcare industry overall."
>
> *Frank Velasco,*
> *Senior Database Architect for HPS.*

DBI CONTACT INFO.

VISIT DBI WEBSITE

Patty Pritchard, Director of Database Administration (DBA) for HPS, and her team had always focused on delivering scalable, high quality technology and fast service to their constituents. They wanted to leverage a proactive performance management tool to assist their existing staff with identifying the root cause of performance issues with their enrollment and tracking systems. In the fast-paced world of open enrollment, the end user experience is critical to HPS' success as a leader in the insurance and managed care industry. User engagement is drastically affected by a slow or unresponsive website, thus negatively affecting user retention and brand health.

Further, with the implementation of the Affordable Care Act (ACA) of 2010, HPS knew they would be facing an onslaught of net-new and renewing customers during a very short time frame. They needed to prepare for healthcare reform, and provide the customer a quality experience while still being mindful of costs. These challenges were compounded by the need to avoid additional costs of adding hardware or staff.

They set out to find a tool that would help them optimize current assets in their environment, deliver immediate ROI, rapidly resolve performance issues, and ensure a positive end user experience that would strengthen the HPS brand. For HPS, DBI's pureFeat(TM) performance monitoring, tuning, and trend analysis software was an ideal solution.

> "**DBI** allows us to more *accurately* and *rapidly* isolate the root cause of performance issues and quickly develop an *effective solution*,"
>
> **Patty Pritchard, Director of Database Administration (DBA) for HPS.**

How DBI Helped

HPS knew they had to act proactively to reach their goal of providing high quality end user experiences without adding expensive hardware or additional staff. With DBI's pureFeat(TM) software, Patty and her team were able to identify and rapidly correct performance issues before they affected user engagement.

HealthPlan *Services* ℠
Gain the advantage.

About HealthPlan Services (HPS)

HealthPlan Services (HPS) is the largest independent provider of sales, service, retention and technology solutions to the insurance and managed care industry. Since 1970, HPS has offered customized administration and distribution services to insurers of individual, small group, voluntary and association plans, as well as valuable solutions to thousands of brokers and agents. HPS' proprietary, scalable technology provides innovative consumer-facing solutions that are turnkey self-service tools for insurance carriers and distribution partners. HPS offers an ever-expanding array of services to a diverse and growing client base, and administers products that include medical (PPO, HMO, indemnity, consumer-driven), dental, vision, life, disability, cancer, critical illness, accident, long-term care, limited medical, as well as various other ancillary insurance. HPS is committed to providing extraordinary service to its customers. HPS is based in Tampa, FL, and has over 100,000 distributing agents across the Nation.

For more information about HPS, **visit: www.healthplan.com.**

Identifying problems and rapidly responding to them has been at the heart of their performance strategy. Working with DBI has allowed Patty to, "find a needle in a haystack." DBI's performance tools provide drill down capabilities not found in competitors' tools. Being able to correct their most costly SQL queries in terms of CPU usage, index efficiency, and I/O consumption has been critical to HPS' success. With the most severe problems cured in production systems, Patty and her team are now also using DBI pureFeat(TM) proactively to ensure improved response times throughout the application development life cycle.

In addition to the speed of identifying issues and rapid response times, Patty's team loves DBI's reporting features and trend charts. She was able to verify improvements and showcase successes to management, providing the immediate ROI they had been looking for.

Their Results, Return on Investment, & Future Plans

DBI has award-winning patented tools and certified industry experts to help you reach your performance goals. By replacing the bundled performance tools that came with the DB2 Advanced Edition, they simultaneously reduced overhead, greatly improved performance of the DB2 database and its applications, successfully deferred capital expenditures on unnecessary hardware and license costs, and became overnight heroes within HPS for their rapid responses and tuning successes.

"If your database is unhealthy, your organization is **sick**, your customers are **unhappy**, and your reputation **suffers**."

All of the performance tuning has really paid off. As their ability to drill down and understand the root causes of performance issues grew, HPS saw faster response rates to performance issues than ever before. Issues that were taking days to remedy are now being handled in hours. Their efforts to improve database health has the added benefit of providing the best end user experience possible to their clients. Satisfied customers are return customers.

With just a six week window to enroll and renew 2,000,000 users, HPS looks forward to this year's ACA enrollment period. With DBI, they are prepared to act efficiently and rapidly to any performance issue that arises.

"**DBI** has **award-winning** patented tools and **certified industry experts** to help you reach your performance goals."

(15) Second Challenge

In **15 seconds**, our **patented, award-winning** systems will tell us exactly where the problem is, and if you give us the greenlight, we typically have the problem fixed in **two hours or less**. If we do not bring significant, measurable, and rapid improvement, there is **no charge** for our services and we will donate **$10,000** to the charity of your choice.

Let's have a conversation!

Contact DBI today toll free:
(866) 773–8789
to take the 15 Second Challenge.