

Newsletter: Summer 2008

Before we head into the summer of 2008 (although, in some parts of the country, it already feels like summer), we wanted to share some of our recent discoveries/thoughts regarding what we are now calling the “boutique-ization” of Workers’ Compensation Managed Care.

Many of us in this industry have long believed that we need to utilize specialty companies for certain managed care products in order to ensure that we are dealing with companies who are “experts in their field.” We have, however, traditionally struggled to have our electronic interfaces work hand-in-hand with this specialty/expert strategy. The “monopolization” that has recently occurred in the area of WC Managed Care Networks has made this “boutique-ization” even more important. In fact, we would say that the ability to connect together a variety of small, competitive, competent specialty service companies in order to achieve the “best WC outcomes” is now absolutely necessary and extremely advantageous even in the network area itself.

We would like to share information about some interesting companies that are focused on either becoming alternative “boutiques” or focused on assisting employers and payers to efficiently and effectively deal with the medical cost “pain” or the electronic nightmare that is often caused by a “boutique” strategy for Managed Care.

**VIIAD** is a boutique network company with a very unique technology. Their name stands for Virtual Interactive Identification and Direction (VIIAD). They have an automated healthcare platform that connects payers, providers and patients all in real time. It starts with tying together 60 of the strongest local and regional PPOs offering what they claim to be a virtual national network with deep provider discounts ranging from 15% to 60%. The network can also be tailored to meet a specific employer or payer’s needs. The most unique aspect of VIIAD is their “Health Ticket” which they liken to airline e-tickets. An injured employee or their supervisor goes to a website where they can obtain a PPO compliant Identification card (health ticket) every time they need care. The health ticket has up-to-date PPO information including locations for medical providers, lab work, MRIs etc. as well as notification to providers regarding where to submit their information and billing. Based on what we have seen and heard, VIIAD is worth a look if you are searching for a network alternative.

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Dr. Bill Exchange