



A Health Care Benefits Organization Case Study

Tumbleweed SecureTransport™ is a cornerstone of this organization's e-Health initiative. Tumbleweed has provided this healthcare insurance company with a high ROI solution for secure, confidential, guaranteed, and auditable data transport solution over the Internet.

PROFILE

Tumbleweed's client is a large, diversified Healthcare Benefits Organization (HCBO), whose customers include 65% of the Fortune 500 companies. The organization is a leading provider of managed and indemnity health care benefits, and an array of prescription drug, dental, vision, and group insurance plans.

The HCBO's day-to-day business processes entails the exchange of highly sensitive healthcare data with doctors, hospitals, pharmacies, clearinghouses, plan sponsors, regulatory bodies, auditors, and vendors. These processes include:

- » New Member Enrollment
- » Policy Reviews and Updates
- » Compliance Reporting
- » Pharmacy Rebate Programs
- » Claims Overpayment

THE CHALLENGES

Like most health insurance companies, this HCBO currently uses paper processes and dedicated leased lines to conduct important claims-related transactions and exchanges. Paper processes are inherently insecure, manual, errorprone, and duplicative. Leased lines, while inherently private and secure, involve high subscription and maintenance costs.

Furthermore, the data transport software and data formats are proprietary. For claims data, the format is usually X.12 EDI; a Value-Added Network (VAN), which charges by volume of data handled, typically routes this. The HCBO realized that it could improve efficiency and cut costs significantly by eliminating leased lines and conducting e-Transactions over the low-cost Internet infrastructure. But how secure is the Internet for exchange of highly sensitive data? What about auditability? In short, is the E-Health strategy consistent with proposed HIPAA security requirements?

INDUSTRY

Healthcare

GEOGRAPHY

US

CHALLENGES

Migrating healthcare transactions from paper & dedicated private networks to the Internet.

TUMBLEWEED SOLUTION

Tumbleweed SecureTransport™

RESULTS

Tumbleweed's solution will enable this health insurance organization to reengineer their claims-related business processes in a HIPAA-compliant manner.

- Significant reduction in business process cycle time
- Rapid Return on Investment

BENEFITS

- Increase profit margin by securely moving claims processes online
- Reduce investment in leased lines, proprietary networks and software
- Reduce business-process cycle time by as much as 75%
- Eliminate duplicative tasks
- Provide legal-grade audit trails
- Comply with HIPAA regulations regarding privacy and security of sensitive healthcare data

RETURN ON INVESTMENT

Years Deployed: 2

Partner Accounts: 1000

Leased Lines—Maintenance Costs
Annual Cost Per Partner: **\$18,000**

Tumbleweed Solution—Maintenance Costs
Annual Cost Per Partner: **\$400**

Annual interest income earned due to
75% cycle time reduction: **\$16 million**
Total Year 1 savings: **\$25 million**
Total Year 2 savings: **\$34 million**

THE TUMBLEWEED SOLUTION

Tumbleweed's products are scalable, based on an open architecture, and address precisely these security and trust issues in a compelling manner. The Tumbleweed solution:

- » Leverages the low-cost Internet architecture
- » Securely transports highly sensitive healthcare data confidentially and reliably
- » Guarantees the integrity of transferred data
- » Generates legally enforceable audit trails for transported data and storage of such data.

Tumbleweed has delivered a compelling, high-ROI solution to the healthcare organization by providing secure, efficient, Web-based products and services for exchanging data with their partners in an audit able manner. The solution leverages the low-cost of the Internet, and is a cornerstone of the organization's e-Health initiatives. Also, the Tumbleweed solution addresses the challenges of the proposed HIPAA security regulations for healthcare data.

Tumbleweed offers an enterprise class product for secure, reliable, guaranteed data transfer. Also, Tumbleweed can enable the HCBO to initiate, create, store, and access proof of transactions in a legal-grade manner. Not only do Tumbleweed solutions increase operating margins by reducing cost, they also demonstrate best practices, and enable the HCBO to comply with regulations concerning healthcare data.

TUMBLEWEED PRODUCT LINES

Email Security

Protect your email network by blocking spam and viruses, encrypting and routing traffic, and filtering content with Tumbleweed MailGate™.

Managed File Transfer

Send and receive large files securely and efficiently, without the need for proprietary software or networks with Tumbleweed SecureTransport™.

Identity Validation

Ensure the validity and integrity of highly valuable and trusted transactions in real-time with Tumbleweed Validation Authority™.



California, USA

Corporate Headquarters
Tumbleweed Communications Corp.
700 Saginaw Drive
Redwood City, CA 94063

Phone: 650-216-2000/800-696-1978
www.tumbleweed.com

New York, USA

Tumbleweed Communications Corp.
245 Park Ave, 24th Floor
New York, NY 10167

Phone: 212-209-7363/800-696-1978
www.tumbleweed.com

United Kingdom

Tumbleweed Communications Ltd.
Hurst Grove, Sanford Lane
Hurst, Berkshire RG10 0SQ
UK

Phone: +44 (0)118 934 7100
www.tumbleweed.com

APAC

Tumbleweed Communications
Centennial Tower, Level 21
3 Temasek Avenue
Singapore 039190

Phone: 65-65497143
www.tumbleweed.com

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10/03