

What SSP did for PLICO

Making a full recovery

About PLICO

PLICO is the largest medical malpractice insurer in the state of Oklahoma and a member of the exclusive Physician Insurers Association of America. It has helped doctors protect their reputations and practices for three decades, and more than 2,900 of them now rely on it.

We want to be the most credible and stable carrier in the state. That means having the most reliable and flexible technology.

The challenges they faced

The new management team wanted to put the company's previous financial troubles firmly behind them, and protect their market share by delivering better products and services. They undertook a review of the full business. Although the 20-year-old IT system had coped adequately to date, they realized to compete against new market entrants, they needed something much more modern and flexible.

The team had three key requirements:

- Better management information, which was a priority.
- Increased flexibility at the user level – specifically the ability to build new products and make rating changes without having to go to the IT department every time.
- Continued access to the twenty years of data that PLICO saw as one of their key market advantages.

What they needed

- A modern, easy-to-use system.
- A solution that could deal with the whole back office, including underwriting, claims and accounting, plus improve on existing processes.
- An accurate transfer of two decades of data.
- A solution that would let them keep control of the business.
- The best management information at the click of a mouse.
- A solution ready for the future.
- A software company that would stand behind their products and services.

With the legacy system, people didn't have as much control over the business as they would've liked.

What they selected

They chose S4i from SSP, a complete packaged yet modular policy administration with an integrated business intelligence system. This was in favor of an alternative industry-specific solution because it wasn't as flexible.

The solution provided them with:

- Powerful product builder and claims builder applications meaning they could easily customize and maintain products in-house.
- Fast, accurate analysis of both historical data contained within their legacy system and new data within S4i ensuring speed of access to intelligent management information.

Getting up and running

PLICO wanted to import much of its legacy data – current policies and open claims. It was a big undertaking, but SSP had developers on-site to make sure the deployment and the transfer of data were a success. The company took this opportunity to add extra fields to records, which the legacy system hadn't been able to handle.

I've overseen a number of data transfers, and this was by far and away the smoothest.

SSP also made enhancements to the new S4i system so that it performed exactly as needed. For example, users had to be able to look up a particular doctor or claim without having to know who the policy owner was (the policyholder is typically a hospital or group, not an individual doctor).

Improving efficiency in the back office

A new system meant a new start in several areas of the back office, and a chance to improve all-round efficiency.

- The legacy system didn't tie claims and policies together, which meant the user could enter a claim without there being an existing policy. With the integrated S4i system from SSP, you have to attach a claim to a policy, making the operation more secure.
- S4i lets the user link individual claims to one common case, reflecting the usual situation in medical malpractice cases. The legacy system couldn't do this: the user had to enter the same information again and again for each claim.
- The new document imaging feature lets the user attach document images to claims. The

documents are always available online and there's no need to have lots of copies.

- S4i also handles the process of amending policies during the renewal cycle more professionally, resulting in less paper for users to manage.
- Finally, it's now possible to find out which clients are using third party finance and which are not.

Delivering real business intelligence


Even before SSP started work on installing S4i and moving data across, it got its business intelligence tool up and running with PLICO's legacy system. This solved the immediate issue of a lack of management information – and dramatically reduced the amount of legacy data that needed to be converted.

The business intelligence module offers powerful analysis of current data and trends, transforming traditional, standard management information. Now users can analyze the whole business in seconds, at the click of a mouse. With this information, they can take remedial action or make strategy decisions much sooner than they could before.

The business intelligence module is the most powerful business application I've ever used. With it, we can make the right decisions fast.

Looking to the future

PLICO continues to move its business lines to the new system. Looking forward, it's excited about being able to offer its agents online access to policies and services. SSP's modular S4i solution can make this a reality.

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