eSHARE

CASE STUDIES

In the Healthcare Industry

Collaboration, Reimagined.

Health insurer automates the collection, validation and transformation of their delegate compliance reporting, reducing labor costs by 90% and saving $1M annually.

Health insurance companies are continuously seeking to reduce their administrative costs as part of a much larger effort to control health care costs. In the United States, administrative costs represent 12 to 18% of total health care costs. For one of the largest US private health insurers, with over 11 million insured and 50,000 employees, a ripe area for cost reduction is the administration of its delegation program. Delegation is a formal process by which a health plan contracts with a health care provider to perform certain functions on its behalf, such as doctor and nursing credentialing and claims payment.

Background Challenges

Although the insurer is able to delegate the authority to perform a function, it remains responsible to external regulatory agencies and other entities for the performance of the delegated activities. As such, the delegated health care providers are required by the insurer to submit monthly reports detailing its compliance with the insurer's policies and procedures. These reports are consolidated by the insurer for its own reporting to the Centers for Medicare and Medicaid Services (CMS) .

Admin Costs

The administrative costs associated with the insurer's delegate reporting program was high. A team of 10 people was required to manually solicit and obtain, via email, monthly reports from 400 delegated providers and to validate these before being input into a custom reporting application. Because the email platform lacked an API to automate any aspect of the workflow, the monthly delegate reporting process took 3 weeks to complete, much of that time spent validating emailed reports and obtaining corrections from delegates.

Alternative Approach

In considering an alternative approach, several requirements for a new platform were defined by the insurer:

- The new platform needed to take the form of a simple web portal, with Virtual Data Room functionality and security features. Critical requirements are easy-to-use, web-based interface for delegates to upload their compliance reports and the platform does not require the delegate to install any software or plug-ins.

- The platform also had to perform an in-line validation of the uploaded reports. The reports, which consist of multiple worksheets within an Excel spreadsheet, are created using a template provided by the insurer. Each report contains many required fields as well as optional fields that, if populated, require that other fields be populated. In all cases the fields must contain properly formatted input (e.g., dates, member number, and diagnostic codes)

- With the reports containing PII and HIPAA data, the platform needed to meet a stringent set of security requirements, including the encryption of all data in transit and at rest

- It was highly desired that the platform be fully branded as being provided and operated by the insurer. The introduction of a 3rd-party file sharing or Virtual Data

- Room service (e.g., Dropbox, Box, Google Drive) would have introduced mistrust on the part of the delegates and required coordination with the delegate's IT and security team to avoid the link blocking common with 3rd party file sharing services.

- Lastly, the platform needed to provide a robust API so that an application the insurer had written to perform data aggregation and reporting to CMS could be notified of new reports submitted by delegates.

Solution:

After a thorough evaluation of alternatives, the insurer determined that eShare met all its requirements and provided many additional benefits. For example, not only are the required data validation checks performed, using a JSON template to define the validation requirements, they are performed in real-time with on-screen progress status provided to the delegate. In the case of a failed validation, an email is sent to the delegate detailing the specific reasons for the failure. Of course, a full audit log is created throughout the entire process. Another bonus was eShare's willingness to extend the platform to include a data transformation step. This converts a richly formatted and annotated Excel file into a field-by-field data transformed CSV file that is optimized for ingestion into the insurer's reporting application. This step allowed the entire delegate reporting workflow to be entirely automated.

Health Insurer streamlined their delegate reporting with robotic process automation, reducing manpower costs by <u>90%</u>

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The administrative costs associated with the insurer's delegate reporting program was high. A team of 10 people was required to manually solicit and obtain, via email, monthly reports from 400 delegated providers. The manual process was not just costly. It was based on email, and as such was unable to handle the large files being generated by some of the delegates. And because the email platform used by the insurer lacked an API to automate key parts of the workflow, the process was inherently error prone and inconvenient for all involved.

In considering an alternative approach, several requirements for a new platform were defined by the insurer:

- The new platform needed to be fully branded as being provided and operated by the insurer, including the use of an insurer-owned subdomain for all links used to access the service. The introduction of a 3rd-party branded service (e.g. Dropbox) would have introduced confusion and mis-trust on the part of the delegates. Further, links to cloud file storage systems, including Box, Dropbox, Google Drive and OneDrive, would be blocked by many delegate providers as part of their routine data loss prevention programs.

- With the reports potentially containing PII and HIPAA data, the platform needed to meet a minimum set of security requirements, including encryption of all data in transit and at rest.
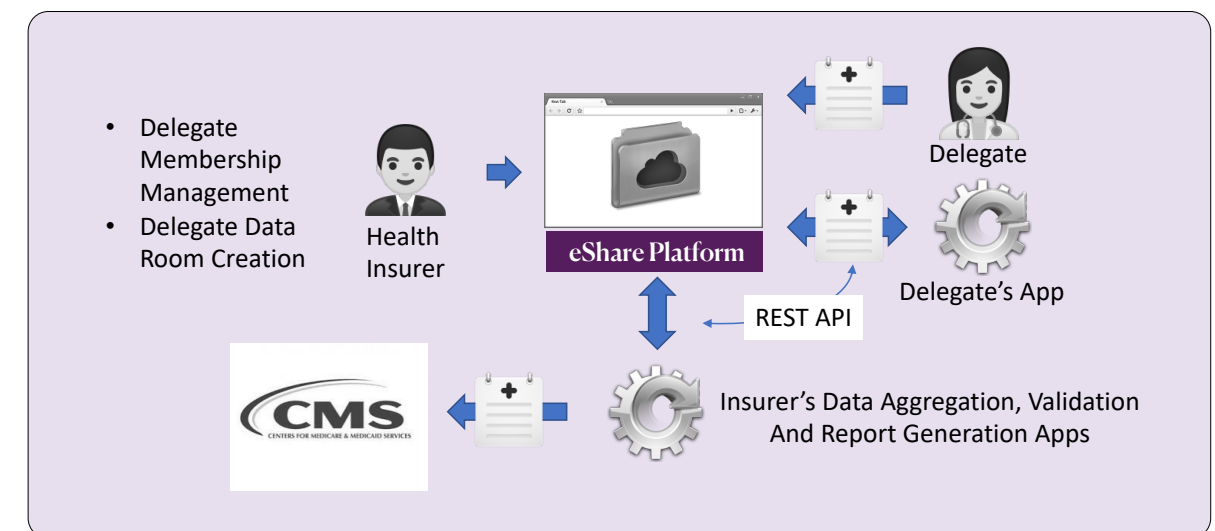
eShare revamps board collaboration for major pharmaceutical company

View Demo

Company Overview:

A global pharmaceutical company was experiencing difficulties with their existing board collaboration platform, Diligent. The high costs and poor performance of Diligent prompted the company to consult with their Japan-based team and internal platform success manager to identify a more suitable solution. After a comprehensive evaluation, EShare was selected for its ease of use, brandability, cost-effectiveness, and the unique advantage of maintaining existing user identities.

The Challenge:

The pharmaceutical company's board of directors was encountering challenges with Diligent due to its high cost and disappointing performance, which was deemed "abysmal". Additionally, the board sought a solution that would allow members to retain their existing identities within the company's tenant, eliminating the need for new IDs and passwords.

The Solution:

After assessing multiple collaboration platforms, eShare emerged as the most suitable for the board's needs. eShare stood out for several reasons:

- **Ease of Use:** eShare provides a user-friendly interface that enhances user experience, making it easier for board members to engage in discussions and make decisions.

- **Brandability:** With eShare, the pharmaceutical company had the opportunity to customize and align the platform with their brand, creating a unified and professional image.

- **Cost-Effectiveness:** In contrast to the previous platform, eShare offered a much more cost-effective solution, helping the company save on collaboration platform costs.

- **Identity Retention:** One of the standout benefits of eShare was the ability for board members to keep their existing identities within the company's tenant. This meant no new IDs or passwords to remember, thereby reducing friction and improving user adoption.

The Team:

The deployment team for eShare consisted of the Senior Manager of Cybersecurity Operations (Data Protection), a security analyst, a platform architect, and a Microsoft admin. These team members played a crucial role in ensuring a smooth transition from Diligent to eShare.

Results:

With the introduction of eShare, the board was able to streamline their collaboration efforts effectively. They experienced significant improvements in user experience, thanks to the intuitive features and the ability to retain their existing identities. This shift also resulted in cost savings and an increased satisfaction level among board members due to the enhanced performance and ease of use compared to the previous platform.

Conclusion:

This successful adoption of eShare by a major pharmaceutical company underscores the platform's adaptability and effectiveness. By replacing their previous, inefficient collaboration platform with eShare, the board significantly improved its collaboration process. The case demonstrates how eShare stands out as a user-friendly, cost-effective, and brandable solution for enhancing board collaboration.

About eShare:

Helping companies share files & collaborate securely between customers, partners, and supply chain with Microsoft 365 and Google Workplace productivity suites.

eShare was founded in 2012 as nCrypted Cloud to provide highly-secure external file sharing solutions built upon already existing cloud file sharing services. Though the company initially focused on the consumer market, it quickly became clear that Microsoft, Box, Dropbox and Google were not fully meeting the needs of enterprises who wanted to use their cloud file storage and sharing services to share regulated and proprietary data with clients, partners, suppliers and other outside parties. Re-branded as eShare in 2017, we are solely focused on meeting the external file sharing and content collaboration needs of medium to large sized enterprises.

Our super angel investors are former executives of Webex, Cisco, Microsoft, Broadcom and SpaceX. In addition to eShare, these investors were among the angel investors in Zoom Video, SentinalOne and Palantir. Our angel investors include Eric Yuan, the founder of Zoom, Dan Scheinman and Sameet Mehta. Prior to serving as eShare's President and Chief Product Officer until 2022, Ken Venner was a founding angel investor in eShare while the CIO of Broadcom. Ken later spent 6 years with SpaceX as their CIO and now serves as the CIO of Sierra Space. eShare's venture capital investors include Granite Hill Capital Partners, which specializes in global information technology companies.

Leverage Microsoft 365 for external file sharing and content collaboration

Many organizations already use Microsoft 365 for data sharing and storage. However, some find that the native controls available for secure external data sharing are insufficient. To compensate, they disable guest access to Teams and external file sharing from OneDrive and SharePoint Online, leading to the use of expensive and complicated point solutions for external file sharing. eShare offers the necessary rights management, authentication integration, and user-friendly branding to enable external file sharing and modern collaboration within Microsoft 365, without relying on guest access or external file sharing.

Significantly reduce data security risk by 93% without changing user behavior

Email remains the most popular file sharing tool, with 3.9 billion users. Attempting to block or encrypt attachments is often counterproductive, reducing productivity without effectively mitigating risk. eShare offers a seamless solution that automatically converts attachments into links, eliminating the need for users to change their behavior. Our usage statistics show that even with the right permissions, 90+% of recipients do not download attachments from your Microsoft 365 tenant, but prefer to use modern collaboration methods withing the eShare platform . By using eShare's link-based sharing, organizations can meet business needs without permanently sharing their files.

Extend Zero Trust policies to include external collaborations

Zero Trust security strategies that prioritize least privilege access are now standard for many organizations. However, extending these policies to external collaborators has been a challenge. eShare offers a solution by applying Zero Trust policies that grant external recipients the minimum rights necessary to meet business needs, based on Microsoft Purview sensitivity labels where available, when files are shared externally. This approach ensures that external access is always limited and in compliance with organizational security policies.

Humana • GE Aerospace • Morgan Stanley • VICTORIA'S SECRET • Cigna • London Stock Exchange Group • BROWN • Bath&Body Works

Getting started with eShare is easy:

1 Connect:

Click here to schedule a brief discovery call to see how we can help you balance your data governance and business needs.

2 Comprehensive demo:

After your discovery call, we'll schedule a brief but comprehensive demo that is tailored to your specific business outcomes.

3 Get started:

Once all of your questions are answered, getting started with eShare is quick and easy. You'll have a dedicated success team assigned to your account to support your teams on-boarding and implementation process.

Get Started