



## **United Health Group AmeriChoice / Medicaid Services Project**

### **Program Goal**

The purpose of this project was to integrate and manage IT in support of Medical Management, Disease Management, and Behavior Health so that AmeriChoice could provide Medicaid services to over 170,000 members in middle Tennessee.

### **AIT's Role**

- AIT was responsible for IT management and integration for the AmeriChoice Program Management Office (PMO) that began handling Medicaid benefits for 170,000 Medicaid members as of April 1, 2007.
- Spanning multiple UHG companies, AIT provided IT management services to enterprises including Specialized Care Services (SCS), AmeriChoice for Disease Management and Medical Management and United Health Technologies (UHT).
- Using the latest in behavior analytics and a supporting UHT infrastructure that included AmeriChoice facilities build-out and River Valley (formerly known as John Deere Health), AIT implemented CRM processes that will allow eligibility and member claims to be streamlined and proactive and preventative medicine to be practiced.
- Through the management of a \$5 million IT budget and the provision of strategic CRM services, AIT contributed to expected revenue generation of \$500 million.

### **Program Specific Business Improvements**

- Cost avoidance and operational / cost reductions
- Self-service level improvements
- Business process improvements
- Improvements in speed to market for multiple customers with different branding requirements
- CRM technology leveraged as a means of achieving business profitability