

# Insurance Administration System

December 2022 Board Update

Michelle Baxter, Director Office of Enterprise Initiatives

Katherine Fitzgerald, Transition Manager

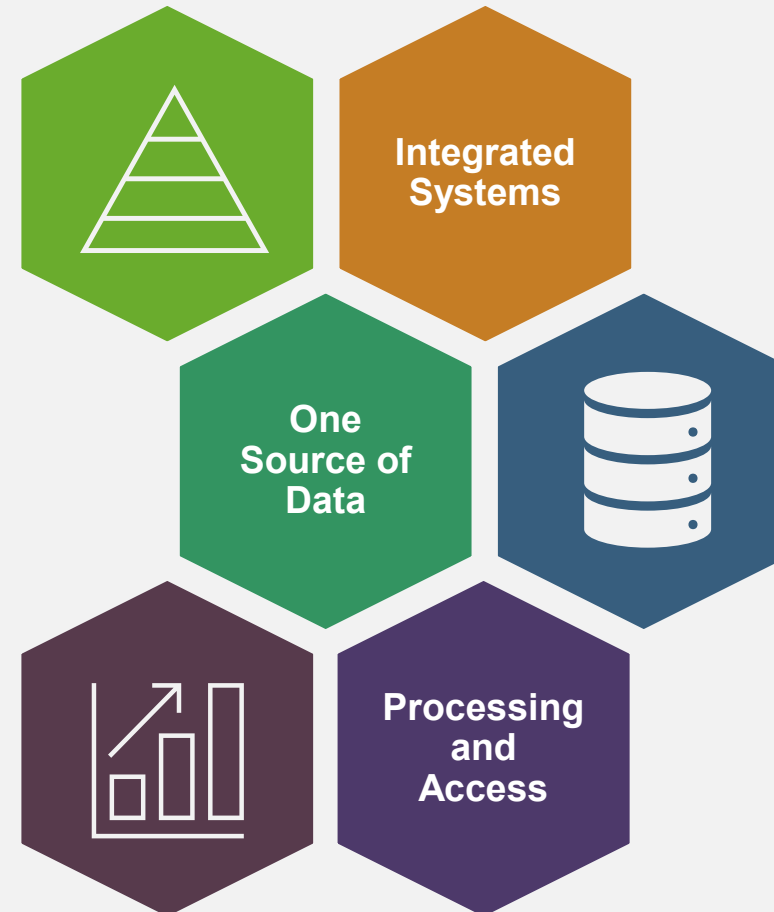


# Agenda

- Insurance Administration System Project Overview
- Timeline
- Accomplishments
- Risks

# Modernization Strategy

- Modernize the way we do business, improving current processes to better support employer and member experiences.
- Reduce risks.



# Modernization Benefits

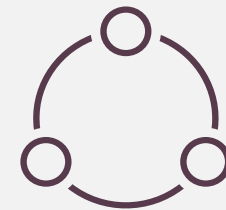
- Opportunity to reach our goal of offering an effortless customer experience and optimizing our processes.



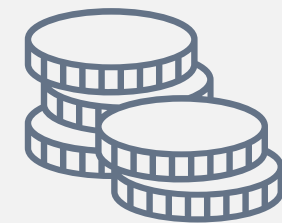
**Customer Service**



**Communication**



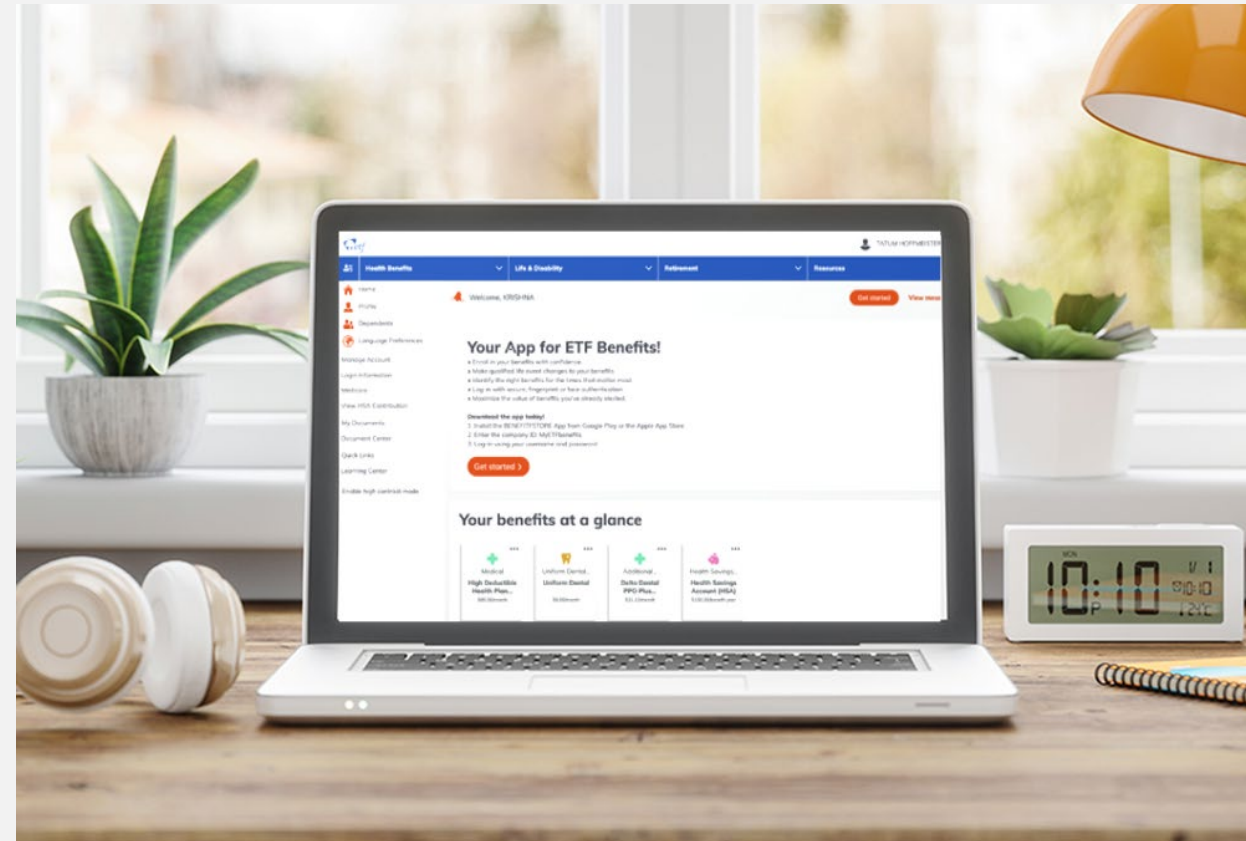
**Operational Efficiency**



**Reduced Cost**

# Project Overview

- Eligibility and Enrollment
- Data Management
- Reporting and Analytics
- COBRA Administration
- Billing and Payments
- Communication and Engagement
- Web-based, Self-Service Functionality



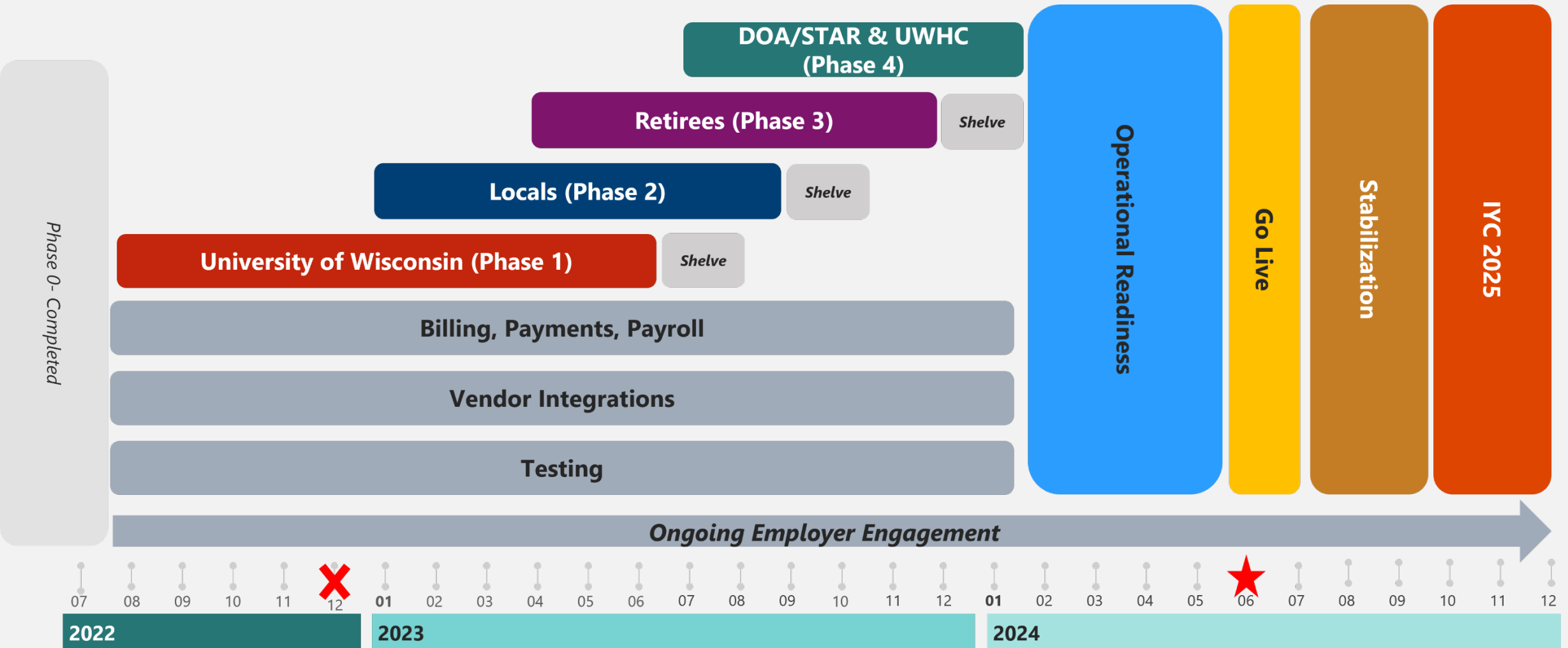
# Project Guiding Principles

- Modernize Insurance Administration System and processes
- Improve the quality of delivery
- Improve the customer experience for all users: ETF staff, members, employers, vendors
- Simplify complexity and create consistency across products and services
- Deploy an integrated IAS with one source of master data

# Commercial Off The Shelf (COTS)

- Configure, not customize
- Apply business rules and workflows to proven Benefitfocus solution
- Adopt best practices, process changes, look for opportunities to improve the current state

# Project Timeline and Approach





# Project Accomplishments

## Phase 0

- Established standard base configuration
- Completed testing activity with no critical errors outstanding

## UW

- Kicked off with first employer **phase-** University of Wisconsin
- Completed Payroll discovery and initial Eligibility rules

## Locals

- Local employer outreach including intake information for discovery
- Planning for initial Employer Engagement forum

## DOA & UWHC

- Established recurring sessions providing project updates, pre-planning, demonstrations, and technical specifications

# Project Risks

- Timeline
  - Third-Party Administrators and Employers ability to meet defined timelines.
- Resources
  - Maintenance of current system, operational capacity, and competing initiatives.
- Budget
  - Renegotiating the terms of the contract including the cost of extending the project timeline.
- Other
  - High level of process changes for ETF, Employers and Third-Party Administrators.
  - Purchase of Benefit focus by Voya.

# Upcoming Milestones



University of Wisconsin testing



Vendor integration testing



Local employer kickoff



Local employer discovery



Engagement forums



**Questions?**

---

# Thank you

---



[wi\\_etf](#)



[etf.wi.gov](#)



ETF E-mail Updates



608-266-3285  
1-877-533-5020