

Employer Direct Healthcare

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TRANSFORMING HEALTHCARE FOR SELF-FUNDED EMPLOYERS

A revolution in healthcare delivery: bundled case rates

We figured out how to bundle the costs for almost any procedure that can be scheduled in advance, so you'll know the total cost for each episode-of-care *before* you pay for it.

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Employer Direct Healthcare

Austin, Texas
www.edhc.com

Results

- Delivered turnkey solution that provides access to planned medical services at reduced costs for employers and employees
- Helped provide transparency into cost of medical procedures in advance
- Accelerated web development cycle while reducing costs
- Enabled staff to customize web properties without programming knowledge
- Integrated complex internal and external business processes within a unified platform while meeting security and patient privacy requirements

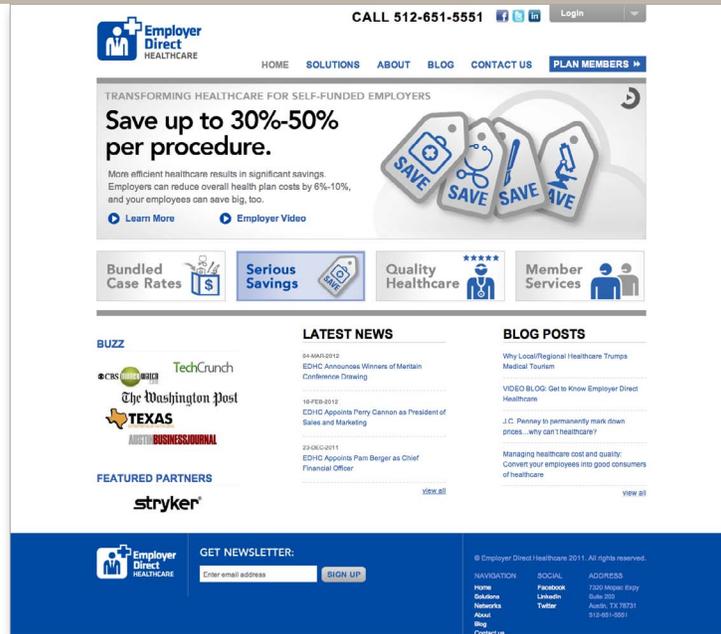
Innovative company uses Adobe® Business Catalyst® to create a unified technology platform for the administration of healthcare benefits

Employer Direct Healthcare (EDHC), a one-stop-shop for employee benefits administration, is applying retail principles and ingenious use of technology to help lower healthcare expenditures for self-insured organizations and reduce workers' out-of-pocket medical costs. Similar to the way bulk brokers fill airline seats and hotel rooms, EDHC contracts with healthcare providers and facilities to secure all-inclusive case rates that reduce the costs associated with an entire episode-of-care for planned medical procedures. The company then passes those savings on to employers enabling them to offer lower-cost, higher-quality healthcare options as part of their employee health benefits packages.

EDHC's main website serves as the company's marketing and lead generation vehicle as well as a technology platform that brings complex processes requiring high levels of patient security and corporate compliance together in simple, easy-to-use web portals. Built and hosted using Adobe Business Catalyst, the implementation consists of three sites, each customized for specific uses: a public-facing website for all audiences and participants; an end-to-end patient management rich Internet application; and a marketing intranet to manage marketing assets and resources.

Together, these three sites serve as integrated business tools that are the foundation of EDHC's business. According to Joe Wellborn, EDHC's marketing director and owner of the marketing and website development firm Practically Inspired, "Adobe Business Catalyst enabled us to build a strong and reliable system that underpins EDHC's business growth strategy while also providing employers with everything they need to easily and cost-effectively promote this benefit offering using state-of-the art web technology."

EDHC's main web site <http://edhc.com> serves as the company's marketing and lead generation vehicle as well as a powerful business tool that securely handles internal processes for employers, partners, and EDHC support staff.



Challenge

- Leverage the power of retail principles to offer employers a low-cost, high-quality option for providing supplemental medical benefits, while reducing out-of-pocket costs for medical procedures
- Empower employers with the ability to easily manage and customize branded self-service portals

Solution

Leverage depth of functionality and prebuilt modules in Adobe Business Catalyst to provide advanced web services on a unified platform that best serve the needs of multiple audiences

Systems at a glance

Adobe Business Catalyst
Adobe Creative Suite® Master Collection.
Components used include:

- Adobe Photoshop®
- Adobe Illustrator®
- Adobe Dreamweaver®

Multipurpose online presence

On the public front, EDHC's website uses many of the predefined design, outreach, and social modules in Business Catalyst for layout, web app driven carousel-style imaging, newsletter sign-ups, frequently asked questions, and blogging. But it is the site's ability to administer core business processes that sets it apart as an exemplary Business Catalyst implementation.

When an employer becomes an EDHC client it gains access to an immersive, secure zone inside the main site that enables human resource managers to educate themselves as well as the workforce about the new supplemental health plan offering. It contains all the resources an employer needs to roll out the entire EDHC program to all eligible employees.

The system takes employers' HR managers through a comprehensive, step-by-step process to view and embed training videos into PowerPoint presentations, post affiliate banners and links to their own websites, distribute literature, and customize the plan details they establish for their health plan. Additionally, employers can submit support requests through a ticketing system that EDHC centrally manages from headquarters.

"We're truly amazed at the depth and richness of the Adobe Business Catalyst web platform and the solutions built on top of it," says Ken Erickson, CEO and founder of EDHC. "There were many key features we knew we wanted from the start, and when those were ready new ideas and possibilities opened up. The result is an end-to-end solution for our needs. And the fact that our web properties can be largely managed by staff with no programming skills is just outstanding."

Rich Internet application for complete patient management

When an employer adds EDHC to its health benefits package, employees can sign into <http://myedhc.com>, a feature-rich, customizable end-to-end patient management system. This part of the EDHC solution was designed and managed by Wellborn and built by SimpleFlame, an interactive agency and premiere Business Catalyst partner noted for building distinctive, complex projects with advanced functionality. The solution enables staff with no coding skills to completely customize the online property, populate the site with rich HTML content for nearly 700 participating medical facilities, define granular levels of detail, and manage content on an ongoing basis—a cost-saving measure that eliminates reliance on IT staff.

EDHC plan members log in to a member information portal at <http://myedhc.com> where they learn about their medical procedure and the top-quality medical providers available to them.



“Adobe Business Catalyst enabled us to build a strong and reliable system that underpins EDHC’s business growth strategy while also providing employers with everything they need to easily and cost-effectively promote this benefit offering using state-of-the-art web technology.”

Joe Wellborn
Marketing director
at Employer Direct
Healthcare and owner of
Practically Inspired

When employees log in, they are seamlessly stepped through an online experience, knowing from the outset they will save hundreds or even thousands of dollars with no copays, no deductibles, and no co-insurance. They can see what procedures are available, find a medical provider, review details about doctors and medical facilities, read and write user reviews, and locate facilities on Google Maps, including street views and results sorted by proximity.

Once patients indicate their procedure and choose a medical provider, they are connected to an EDHC Care Coordinator who schedules appointments, coordinates with the medical facility, and functions as a patient representative throughout the entire procedure. When it’s time to go to the medical facility for their procedure patients print out a procedure pass, just like an airline passenger prints out a boarding pass. The pass gives the medical facility all the information needed to register patients and collect payment while saving money for the patients.

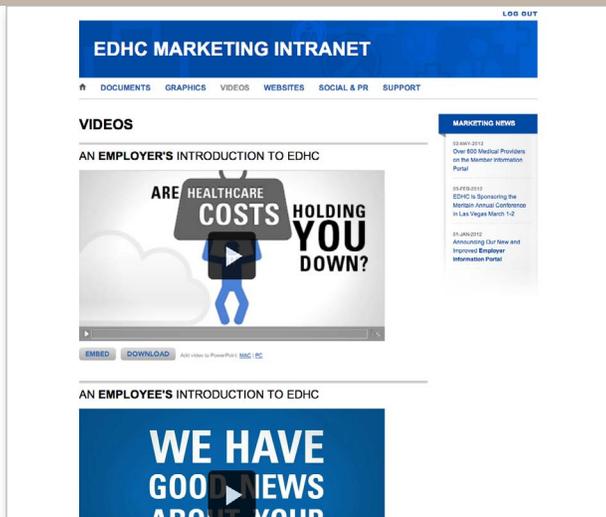
“To achieve such a sophisticated business implementation entirely on the Adobe Business Catalyst platform is incredible,” says Wellborn. “Not only does Adobe Business Catalyst enable advanced levels of customized web functionality, every screen has a highly professional, well-designed look and feel. No other integrated business platform would have allowed us to achieve this level of polish while being managed by non-technical personnel.”

Team productivity, developer ease

The third site at EDHC is a secure marketing intranet that provides EDHC staff and partners with all the company’s official marketing assets and intelligence, including downloadable resources such as photo galleries, video tutorials, Word and PowerPoint templates, and website assets. This site also contains a built-in support system that enables EDHC staff to get marketing and technical support by simply requesting it via web forms, or by recording video screencasts to pinpoint issues. Support requests are centrally handled at the EDHC marketing help desk via a customer ticketing system within the same Business Catalyst implementation.

Other EDHC teams—client support, patient support, and marketing—each with distinct levels of access, use the system for daily operations. The system includes built-in security measures that protect patient privacy in compliance with HIPPA regulations—completely inside the unified Business Catalyst host. For example, only authorized admin users have access to patient information, while other levels of admin users have access to different areas of the site’s data and functionality.

EDHC's marketing intranet is a secure site that provides EDHC staff and partners with all the company's official marketing assets and intelligence, including photo galleries, video tutorials, Word and PowerPoint templates, website assets, and more.



"With Adobe Business Catalyst already a great hosted solution, and Creative Suite components available through Adobe Creative Cloud, I will have the most advanced tools in the industry always at my fingertips—which will result in great solutions for companies like EDHC."

Joe Wellborn
Marketing director at Employer Direct Healthcare and owner of Practically Inspired

Lastly, EDHC relies heavily on the email campaign capabilities built in to Business Catalyst. The company has numerous audiences with differing needs and interests, and the platform allows EDHC to market to a very segmented set of recipient lists with beautifully formatted, customized content on an ongoing basis. Once again, EDHC staff is empowered to manage rich and effective campaigns with no prior technical experience.

As the project's main developer, Wellborn relies on Business Catalyst for all his development projects. With decades of design and coding experience, he leverages the tight integration between Business Catalyst and Adobe Dreamweaver software to work in what he considers the best of both worlds. Wellborn notes that Business Catalyst and Adobe Creative Suite software provide the ideal toolset for his needs. "I've worked with many tools over the years, and the Adobe Business Catalyst and Creative Suite combo was the integrated platform I was seeking," he says. "When I found Business Catalyst I knew this was it!"

Looking ahead, Wellborn is excited about moving to the Adobe Creative Cloud subscription model, which will give him constant access to the most recent versions of the broadest range of Creative Suite tools. "With Adobe Business Catalyst already a great hosted solution, and Creative Suite components available through Adobe Creative Cloud, I will have the most advanced tools in the industry always at my fingertips—which will result in great solutions for companies like EDHC," he says.

For more information
www.adobe.com/products/business-catalyst.html



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