



## CASE STUDY

# Business Transformation Through Enrollment Automation: Helping Create Transparency and Trust

**+133%** Increase in monthly enrollment volume

**-83%** Decrease in form preparation time

**-75%** Decrease in form rejection rate

**5 FTEs** Reallocation of five FTEs

**-60%** Decrease in provider manual task involvement

**100%** Now converting all paper payments to automated 835s

## Overview

PNC Bank is one of the largest and well-capitalized financial services companies in the country. Through its PNC Healthcare business, PNC helps healthcare providers and payers with over \$5 million of annual revenue to maximize working capital, streamline processes, mitigate risk, and access capital. Within PNC's robust healthcare offering, the bank provides clearinghouse services to clients. Similar to most clearinghouses, electronic data interchange (EDI) enrollments are a core part of PNC's healthcare services. Under enrollments, PNC sets up its healthcare provider clients' physicians with payers for electronic reimbursement through 835, also known as electronic funds transfer (EFT) and electronic remittance advice (ERA). These enrollments may seem small, but they are an important administrative task that is key to establishing a working relationship between providers and payers.

### Organization



### Organization Services

Treasury management and clearinghouse

### Challenge

Automating cumbersome, manual EFT and ERA transactions

### Madaket's Solutions

EDI Enrollment and API-enabled provider portal

### Impact

Comprehensive business transformation through the enrollment process

# The Opportunity

**38**  
Steps

**15**  
Decision points

**13-24%**  
Rejection rate

**20 days**  
to enroll

**32 days**  
to get paid

Despite enrollment being only a segment of its overall service offering, PNC Healthcare—like many other clearinghouses—recognized that its healthcare provider clients spent a disproportionate amount of time and resources on enrollments and re-enrollments.

After reviewing PNC's internal processes, the PNC team, led by Heather Manuel, SVP, Healthcare Product Group Manager in Treasury Management, saw an opportunity to help improve PNC's EDI enrollment process. Having previously been on the provider side at healthcare organizations, Heather could relate to the headaches caused by administrative tasks for both her team at PNC and the healthcare provider clients they work with. The PNC team engaged third-party consultants to strategically evaluate the enrollment process and potential solutions. Driven by data, the analysis confirmed PNC's hypothesis—that enrollments utilized labor-intensive, error-prone, and reactive processes. Particular strains included:

- The enrollment team experienced 38 process steps and 15 decision points per enrollment.
- Enrollment forms were rejected and had to be redone 13%-24% of the time.
- Time lag spanned 20 days just to enroll and then 32 days to get paid.

Additionally, the analysis found that there was an inconsistent approach to executing enrollments among the team, only minimal transparency into the process—when healthcare provider clients craved much more—and a frequent need for manual intervention. As a result, the PNC Healthcare team spent a considerable amount of time on manual work tracking down forms,

signatures, status updates, and more. Additionally, healthcare provider clients' employees lost time looking through spreadsheets—time that could have been spent with patients. On both sides, the delay from inefficient, manual processes left much to be desired.

After deciding external collaboration was the best path forward, PNC identified Madaket and vetted the platform for a list of requirements, including: one database for payer and provider forms, a searchable data library, reports and dashboards, NPI validation, electronic signatures and submissions, follow up notifications, and more.

After comparing other potential vendors against these criteria, PNC chose to move forward with Madaket to help streamline the enrollment process.

***"It's not very often on the banking side that I talk to a vendor that understands healthcare. Madaket was very refreshing because they got it—they understood the nuances of healthcare and all the noise that goes with it. I was impressed because you could tell that it wasn't just vaporware; they had a very elegant solution and didn't make it overly complicated."***

**Heather Manuel,**  
SVP, Healthcare Product Group Manager, PNC

# Madaket's EDI Solution

## Web-based

Increase in monthly enrollment volume

## Automated

Continuous data coordination for faster information updates

## E-Signatures

Eliminates the need for wet signatures

## Intuitive Portal

Provider-centric features make forms easier to complete

## Fast Processing

Transaction time reduced by days or weeks

## Efficient

One data repository helps eliminate redundancies

## Connected

Connects with any payer in the U.S.

## Dynamic

Real-time insights into transaction status

PNC began implementing Madaket's flagship product, EDI Enrollment, in 2018. Favoring an iterative approach, PNC and Madaket worked together to improve upon and build out PNC's preexisting product over the next 12 months. Madaket collaborated with PNC's internal team to build an API solution, deploying Madaket's key features including: an all-payer form library, autopopulation of data, e-signatures, and payer status updates. With more than 4,440 payer connections, Madaket was able to accommodate all of PNC's payer requirements.

Additionally, PNC has leveraged Madaket's API capabilities to help enable its healthcare provider clients to have fully-digital task completion. With the portal, PNC's healthcare provider clients can easily enter their information, select payers and specific transactions they want to enroll for, and complete tasks for any payer, all in one place. PNC then stores and repurposes the healthcare provider clients' data for subsequent tasks, cutting down on duplication and manual work in future enrollment tasks.

*"It takes a different breed to work with a clearinghouse than to work directly with a provider or payer, and Madaket did a great job of communicating and understanding our needs. Transformation like this doesn't just happen. Having a clear project plan, ownership, stakeholder support, and good communication are critical, and Madaket was willing to come alongside us during this process."*

**Heather Manuel,**  
SVP, Healthcare Product Group Manager, PNC

# Impact

**+133%**

Increase in monthly enrollment volume

**-83%**

Decrease in form preparation time

**-75%**

Decrease in form rejection rate

**5 FTEs**

Reallocation of five FTEs

**-60%**

Decrease in provider manual task involvement

**100%**

Now converting all paper payments to automated 835s

Working with Madaket has helped PNC transform its healthcare business. PNC's enrollment staff now has a digital, automated, standardized process with one data repository for all its provider data management needs. Released from many extra enrollment-related tasks and manual work, the team has more time to focus on providing its healthcare client providers with personalized, high-touch services.

On the provider side, PNC's healthcare provider clients have taken quickly to the self-service portal, helping reduce the need for escalations and PNC intervention. The client onboarding process for the portal has been streamlined, giving PNC the ability to quickly and easily put its providers in the driver's seat of their own enrollment processes with the convenience of anytime self-service.

In the first year with Madaket, PNC Healthcare has experienced what can be described as a true business transformation:

- 133% increase in monthly enrollment volume
- 83% decrease in form preparation time
- 75% decrease in form rejection rate
- Reallocation of five FTEs
- 60% decrease in provider manual task involvement

Madaket continues to collaborate with clearinghouses, providers, and payers to help transform business processes and eliminate paper-based, manual tasks that have no place in the business of healthcare.



## Learn More

If the expanding volume of enrollments and provider data is testing your business's scalability, it's time to make the move to Madaket.

Contact Madaket today for provider data automation that will streamline your operations and unlock unlimited growth.

Email us at [info@madakethealth.com](mailto:info@madakethealth.com).

[www.madakethealth.com](http://www.madakethealth.com)

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