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**ASC X12/WEDI**  
**Real-Time Adjudication Conference**  
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# Batch to Real-Time: A Model for Success

# Successful Deployments

- Bay State Health Plans 3000 sites
  - Eligibility
  - Referrals, requests & inquiries
- Washington Dental Service
  - Plan benefits
  - Claim status

# Successful Deployments

- State Medicaid Eligibility 80,000 POS Devices
  - Patient eligibility
  - Patient lock-in
- Delta Dental of VA
  - Full plan benefits
  - Claim status
  - Real-time adjudicated claims

# Dental EDI Generation 1

- One way batch claim submission
- One way batch claim submission
- One way batch claim submission
- One way batch claim submission
- FOR THE LAST 15 YEARS
- Stuck at 36%, really 18% as it is only a one way trip



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**Back to the Future:**

**Financial EDI – A Model for Success**

# Back to the Future:

## Financial EDI- A Model for Success

### Problems for Banks:

**High volumes of calls to centers to establish validity of the presenter**

- Card not lost or stolen
- Card member credit limit check
- Card member status on bill payment

# Back to the Future:

## Financial EDI- A Model for Success

### Problems for Banks:

#### High volumes of paper handling

- Dealing with credit card slips
- Manual entry of data
- Errors inherent in paper handling
- Storage

***Banks intent on eliminating phone calls and paper trail***

# How did the financial EDI world fix the problem?

**Moving from 100% manual to virtually 100% electronic**

## **Technology Advancement**

### **Generation One**

- Point of Sale terminals and integrated solutions that tap into bank databases to check real-time status of the cardholder

# How did the financial EDI world fix the problem?

**Moving from 100% manual to virtually 100% electronic**

## Technology Advancement

### **Generation Two**

- Point of Sale terminals and integrated solutions that allow financial data to be transmitted (Electronic Draft Capture)

# Was technology enough to reach virtually 100% of the financial EDI?

## NO!

- First attempts at technology deployment to merchants met with marginal success.
- Even with a value proposition of time savings and reduced paper handling, the use of the new technology was initially slow.

# Financial EDI:

## What changed along with technology?

**Increasing the value proposition to allow a merchant (Provider) to run their business better while also saving money:**

- ▶ Terminal Issuers Reimbursement Fee (TIRF) and Aid discounts for technology acceptance
- ▶ Relevant information coming daily for financial settlement
- ▶ Quicker Payment
- ▶ Multi- Card acceptance from single solution

# Success Factors

- Technology - VeriFone developed cost effective product
- Bank support of the program with financial incentives
- Distribution channel development
- Vocal early adopters

# 4 Components of Dental Industry

- Dental Offices
- Insurance Payers
- Patients
- Practice Management Software Vendors

# What do dental offices want?

## Pre-visit

- Eligibility and benefit determination

## During visit

- Patient treatment planning
- Real payment data, not estimates
- Payment while patient is present

## Post-visit

- Electronic posting of payments to the General Ledger
- Simple reconciliation
- Electronic funds transfer

# What do insurance payers want?

- **Fewer phone calls to check patient benefits and claim status**
- **Minimize costly paper handling**
- **Clean claims from all media**
- **Satisfaction among provider networks**
- **Satisfaction among subscribers**

# What do patients want?

- **Know what their treatments will cost, in advance**
- **Pleasant experience, pre-visit during visit and post-visit**

# What do practice management software vendors want?

- **Added value to their systems**
- **Attract and retain business**
- **Establish new revenue streams, particularly recurring revenues**

*Evolution*

or

*Revolution*



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# The Tipping Point

“The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire”.

Malcolm Gladwell



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# Delta Dental of Virginia Initiative



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***Thank You!***