



CASE STUDY: FREEDOM HEALTH AND OPTIMUM HEALTHCARE

Optimizing Core Administrative Claims Efficiency for Affiliated High-Growth Medicare Advantage Plans

In the competitive Medicare Advantage (MA) market, health plans must efficiently manage claims and cultivate robust provider alliances to succeed. An advanced, MA-centric core administrative processing system (CAPS) platform is essential for streamlining operations, improving efficiency, and delivering a user-friendly experience.

Freedom Health and Optimum HealthCare, highly regarded regional 4.5 and 5 Star Medicare Advantage plans, combined efforts to utilize a forward-thinking CAPS partner to optimize their operational efficiency. This encompassed the processing of a wide range of claims, including HCFA and institutional claims, covering SNPs and Medicare Advantage products.

In pursuit of sustained operational expansion, the health plans forged a strategic partnership with HealthAxis to fortify their growth aspiration. This collaboration encompassed:

- Streamlined check processing.
- Integration of CMS applications within the enrollment portal.
- Provider portal platform for ease of member eligibility and referral checks.

AT A GLANCE: FREEDOM HEALTH AND OPTIMUM HEALTHCARE



15+ Years in Business



4.5 and 5 Star Ratings



Serving 125k+ Members
Combined in FL



HEALTHAXIS SOLUTION

HealthAxis embarked on a comprehensive journey to fully grasp Freedom and Optimum's goals, meticulously examining each facet of their operations, and understanding their unique processes. HealthAxis's objective was not just to resolve immediate challenges but to empower the health plans to continually enhance their system's responsiveness and efficiency to ensure improved performance and reliability.

At the heart of this transformative journey stands HealthAxis's proprietary CAPS technology, [AxisCore™](#), which strengthens the health plans' operations.

Key Components of HealthAxis's Solution Suite:

- **Optimized Claims Processing:** By automating and super-charging claims processing, workflows were streamlined, speeding up reimbursement procedures leading to improved provider relationships.
- **Enhanced Member Enrollment:** A responsive MA enrollment portal efficiently managed member information, prioritizing CMS compliance and member experience.
- **Seamless Provider Interaction:** The HealthAxis provider portal facilitated smoother communication and enhanced visibility.
- **Efficient Utilization Management:** Enhanced authorization processes optimized the utilization management workflow.

THE IMPACT

In subsequent years, the collaborative partnership among Freedom, Optimum, and HealthAxis yielded numerous enhancements, significantly enhancing operational efficiency:

- **Accelerated processing times**
- **Enhanced user experience with intuitive provider portal**

Aligned strategically with the needs of Freedom and Optimum, HealthAxis has forged a path of ongoing improvement, supporting the growth, compliance, and a continually enhanced member experience.

Throughout our partnership, HealthAxis's account management, technology teams, and executive leadership closely collaborated with Freedom and Optimum. Proactively addressing needs, implementing necessary changes, and consistently demonstrating responsiveness and diligence.

"The HealthAxis platform is a user-friendly system that allows for a smooth communication between each application. This allows for multiple departments to handle member customer service in an efficient manner."

– Freedom Health and
Optimum HealthCare