

AMERICAN CARESOURCE HOLDINGS, INC.

By Dan Williams

A DATA WAREHOUSE HELPS AMERICAN CARESOURCE HOLDINGS IMPROVE CLIENT REPORTING—A KEY TO MAINTAINING ITS MARKET LEADERSHIP.

To maintain its strong growth and market leadership, American CareSource Holdings must produce reports that document clients' potential cost savings. Working with West Monroe Partners, the company created a data warehouse that has improved the timeliness, accuracy and consistency of the data used to build these reports.

AMERICAN CARESOURCE HOLDINGS, INC. CURRENT, ACCURATE, AND CONSISTENT DATA—EVERY DAY.

American CareSource Holdings (ACS) is an ancillary benefits management company. Through its comprehensive network, customer service support, and claims management services, the company assists health benefits plan sponsors expand the range of provider choices available to their payors while reducing overall ancillary benefits costs.

A CENTRALIZED DATA REPOSITORY TO IMPROVE REPORTING.

Experiencing a period of rapid growth, ACS added many new companies—and, in particular, larger companies—to its roster of clients. To deliver the value these clients expect, the company must be able to produce clear, compelling reports that document potential cost savings.

To produce these reports, employees utilized separate billing, provider, and payor systems—each of which wrote similar types of information to independent underlying databases within the company's SQL Server environment. This duplication of data produced some inconsistency in reporting, depending on the database used to develop a particular report.

ACS sought to develop a centralized repository for all of its data—one that would enable the company to:

- ◆ Utilize a common data across all of its key applications
- ◆ Improve the consistency of its client reports
- ◆ Help users quickly and easily create customized reports as their needs change

For assistance, ACS turned to West Monroe Partners, which offered extensive experience in business intelligence—including data warehouse development and customized reporting needs.

The West Monroe Partners project team began by:

- ◆ Analyzing ACS's business
- ◆ Understanding users' reporting needs
- ◆ Developing a new data model based on those needs

In the course of completing these analyses, West Monroe Partners recognized that ACS employees referred to common data elements by different names. To address this issue, West Monroe Partners worked with ACS to develop a new and consistent naming convention, or "data dictionary," for all key terms. Then, the project team:

- ◆ Developed the new data model, or data warehouse, using a star schema
- ◆ Developed and implemented an Extract, Transform, Load (ETL) process to pull data from existing systems, "clean" it, and load it into the target data model
- ◆ Built "cubes" that would enable individuals to access the data using Excel pivot tables, which are commonplace in this industry; the cubes allow users to drag and drop data to pre-aggregated measures, such as 'amount invoiced to provider,' and to split measures by dimensions such as time, geography or specialty
- ◆ Developed technical and maintenance guides for the database administrators
- ◆ Created user guides for key executives and cube users

In just three months, West Monroe Partners helped ACS establish a data warehouse that:

- ◆ Provides employees with current, accurate, and consistent information—every day
- ◆ Enables delivery accurate reports to clients
- ◆ Helps employees respond quickly to prospective clients—a key to its continued growth

West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.