Modernizing Claims Management

SYSTEMA SOFTWARE

Not placing enough emphasis on all aspects of adjuster training and development could sacrifice quality and cost more over the long term.

These days, every company is a technology company.

The core functions of most businesses depend on efficient and easy-to-use software — in every industry from health care to transportation to insurance. But technology plays a more critical role in life outside of work as well, and users expect the same intuitive design and usability at work that they get from consumer-driven applications they use in their day-to-day.

Insurers and claims organizations are feeling the push to ditch their legacy systems and renovate their software to better serve a tech-savvy customer base. They must adapt industry-specific tools to adhere to a broad set of common usability principles relevant to how everyone interfaces with technology.

Systema Software, which has specialized in claims administration software since 2006, captured those principles and brought them to the insurance industry with the first refresh of its SIMS Claims user interface (UI).

"For the claims examiner, the interface is the environment they work in for at least eight hours a day. The interface is their experience with the system as a whole," said Jose Tribuzio, President of Systema Software, LLC. To be best-in-class, the user experience (UX) should be geared toward the examiner's ease of use.

"If you're working with 100 claims, all day, the system needs to work well if the business is going to work well," Tribuzio said.

Designing to Best Practices

Systema's software already excelled at performing the key functions that an examiner needs. The foundation technologies that power the business rules and functionality are rock solid.

This redesign focused on enhancing the user experience so that the full power of the underlying technology could be fully leveraged.

"We looked outside of insurance at what other industries and B2C websites were doing. Instead of keeping a laser focus on claims-specific functions, we took a broader look at the best usability features out there," Tribuzio said. "We had to bring the user experience up to the next level to match the standard set by the software's capabilities."

The company turned to a third party digital consultant to get the design right and ensure the refreshed UI truly matched the visual appeal and functionality of successful, modern applications. It was important to work with a consultant with experience and several successful UI and UX redesigns under its belt.

"Using the outside designer shows that we are dedicated to adhering to best practices and are willing to take the time to focus on details," Tribuzio said. "They were able to bring fresh eyes to our interface and user experience, which resulted in new inspiration and ideas."

Tribuzio and his team reached out to Systema's client base and asked what functions were most important to them. They identified key workflow processes, providing a structure around which the upgraded system could be built. Each function was designed to adhere to best practices in claims management while streamlining features to improve usability.

Jose Tribuzio
President

For example, many users wanted the ability to switch easily between business lines in the SIMS Claims system, or to move to a different function within a claim without closing it. Eliminating those inefficiencies through better organized drop-down menus enhanced usability while "de-cluttering" the virtual workspace, which contributes to a more airy and relaxed feel.

Modern workers also need to be able to access the program from mobile devices and run it on multiple browsers. Implementation of CSS3 and HTML5 code provided that flexibility. Supported by Chrome, Firefox, Safari, Edge and Internet Explorer, HTML5 also adapts screen size so examiners can use SIMS Claims on everything from an iPhone to a dual-screen desktop.

"We haven't re-invented the wheel; our back end system remains the same. It is stable and won't cause issues with the new UI," Tribuzio said. "But the functional features and fresh look create a brand new, faster, more intuitive experience that will make claims examiners' lives easier."

Form Meets Function

Systema's broad approach and attention to design detail paid off. The UI refresh resulted in several key improvements for users:

- Brower Compatibility: Safari, Chrome, Firefox, Internet Explorer, Edge.
- Amplified Performance: Faster than ever before.
- Intuitive Design: Elegant, efficient and easy to use
- Powerful Architecture: Robust features with unmatched flexibility
- Business Intelligence: Stunning interactive reports and dashboards
- Any Device: Flexible from desktop to tablet.

"We're focused on modernizing both the program's functionality and feel, so that the user can accomplish more tasks with less stress," Tribuzio said.

In a time when technology evolves at a lightning pace, Systema's software refresh helps claims managers keep up.

To learn more about Systema's claims administration software, visit http://www.systemasoft.com/.

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