

Golden State Risk Management Authority

Case Study: Public Risk Pool Finds a "Powerhouse" Solution in CHSI Connections™ Management System

Golden State Risk Management Authority (GSRMA) is a risk-sharing insurance pool that offers a full line of programs to cover the many unique exposures of public entities throughout the State of California. GSRMA is well-funded and structured to offer extremely competitive products. It has been "Accredited with Excellence" through the California Association of Joint Powers Authorities (CAJPA) since 1992, and currently has in excess of 190 member agencies.

In this case study, learn how GSRMA implemented CHSI Connections Management System, as its comprehensive pool administration solution to meet its member, data, and business needs.

Key Challenges: Managing Data, Achieving Efficiency

Key Challenges

- Managing multiple systems, databases, spreadsheets
- Keeping track of member information
- Perform more meaningful data analysis and reporting

For years, public risk pools have struggled to keep track of member information, such as contacts, program enrollment, and other coverage details, including employee payroll, property, and vehicle information. Each year around renewals, pool administrators coordinated the arduous task of updating member information to assess premiums and secure excess coverage.

The Solution

- Find a centralized data platform that
 - has a CRM component
 - uses the internet to communicate with members
 - tracks claims real-time
 - automates annual member renewals
 - create reports with current claims data and financial information for management, excess carriers, and governmental agencies

Many pools relied on multiple systems, databases, and spreadsheets, as well as manual, paper-based processes to collect and manage member information. As a result, pool administration was time-consuming, labor-intensive, fraught with errors, and costly. If risk pools wanted to grow, they had to hire additional staff to handle increased workloads, and without an adequate data platform, pools were forced to use retrospective information to make business decisions. Needless to say, this lack of a centralized data platform has hampered a pool's ability for strategic planning and growth.

GSRMA experienced many of these issues. "From our perspective, we were dealing with three key challenges," said Rick Krepelka, Director of Finance & Technology at GSRMA. "First, we needed a way to manage all the data related to our pool members. Second, with multiple systems that couldn't speak to one another, it was difficult to keep information accurate, up-to-date, and synchronized across our operations. Third, we needed to be able to perform more meaningful data analysis and reporting."

"In terms of the marketplace, we had been looking for a solution for a long time," said Krepelka. "The available options were either designed for insurance companies and extremely expensive, or they required a lot of customization, and we'd essentially have to *invent* the wheel. When I first met CHSI Technologies at the 2009 CAJPA Conference, and saw their products, I couldn't believe my eyes. I really didn't think a solution like theirs existed."

The Solution: CHSI Connections Management System

CHSI Technologies ("CHSI" stands for the company's core values of Commitment, Honesty, Service, and Innovation) has developed the patent-pending software, CHSI Connections Management System, which offers the following key capabilities:

- **Client Relationship Management.** Easily find, edit, and add member information in one location. Update member data in Connections, and it updates other connected systems via BrokerConnect and PartnerConnect.
- **Policy Administration, Underwriting, Rating, & Billing.** Automate your annual member renewals, as well as streamline inquiries from new prospects.
- **Claims Data & Reporting.** Connections can integrate with a claim system, sending and receiving claims data, so you can run loss reports that contain policy and financial information.

CHSI Technologies also offers these inter-related products:

- **MetaVision WarBoard.** Real-time, visual claims control system, which expedites the notification, management, and resolution of claims.
- **ClientConnect.** A secure, online member portal that enables members to file claims, update coverage information (e.g. property and vehicle schedules), and request or print certificates of insurance—all via the Internet.
- **BrokerConnect.** Provide your brokers with the ability to view their clients' account information, such as claims data and certificates of insurance. Streamline new business submissions and quotes.
- **PartnerConnect.** Web-based portal enables connectivity with key business partners, such as your third-party administrator, excess insurance carrier, or a nurse injury triage specialist.
- **Evaluate.** Create online safety surveys. Use it to perform onsite safety inspections using a PDA or Smartphone. Provide members with an immediate safety report.

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Rick Krepelka
Director of Finance & Technology at GSRMA

The Right Fit, The Right Results

GSRMA has implemented CHSI Connections Management System and its complete suite of inter-related products. The pool used a staggered module-by-module implementation process, and by September 2010, GSRMA will be fully implemented and operational on these solutions.

"I see two key benefits to working with CHSI Technologies," said Scott Schimke, ARM, Executive Director at GSRMA. "First, the CHSI Connections Management System serves as a complete pool administration system. It not only provides us with the capability to easily collect and centralize member information, it also automates and streamlines underwriting, rating, billing, reporting, loss prevention, risk control, and more."

"Second, CHSI Technologies has designed its solutions to administer self-insured groups (SIGs)—this is the equivalent of a public risk pool but in the private sector," said Schimke. "As a result, CHSI Technologies intrinsically understands the complexities of our risk-sharing member operations."

"SIGs and risk pools work very closely with their members to reduce risks," said Schimke. "Toward this end, Connections improves service and communication with our members. The system not only

automates our standard pool processes, but it also enables in-depth analysis so we can better consult with members on safety, loss prevention, and risk control.”

Key Benefits

From this implementation, GSRMA experienced and anticipates the following key benefits:

- **Better Management of Member Data & Relationships; Improved Levels of Service.**

“Previously, we kept a lot of member information in binders, which were sometimes difficult to find,” said Krepelka. “We now use Connections to store and look up member data, including demographic, historic, and coverage information. Our staff saves about 50 to 100 hours per month through increased efficiency, and there’s the added benefit of being able to respond more quickly to member requests. Overall, we’ve improved data accuracy, staff productivity, and service levels.”

“Everyone in our office who interacts with a member records the communication in Connections,” said Schimke. “At the end of the year when we perform our annual membership report, we can see how many times we’ve spoken to a particular client. We can break down interactions by category, such as safety, risk control, or billing. We can use this information to fine-tune member services, so we spend more time in high-value areas, such as loss prevention, and less time on low-value administrative functions.”

- **Streamlined Renewals & Data Collection.**

“This year we saved about 40 hours in just one aspect of our annual renewal process. We eliminated the manual input of rates into our accounting system and billed directly from Connections,” said Krepelka. “As we begin this year’s annual data collection process, we anticipate even greater levels of efficiency. In the past, we stored data in three different systems, generated three different reports, and sent them to our members. They scribbled down changes and sent the reports back. We then keyed those updates back into the various systems.”

“Now, all that data is stored in Connections,” said Krepelka. “Members will be able to logon via ClientConnect—specifically branded mygsrma.org for our pool. Members modify and update their own data, saving us time and significantly reducing the chance of data-entry errors. We’ll also eliminate the 30 to 50 hours we spend on combining data and formatting reports requested by our excess carriers and governmental agencies.”

- **Real-Time Data Reporting & Analysis.**

“Prior to having Connections, one of our key frustrations was the inability to run sophisticated reports, which would enable us to perform more meaningful data analysis,” said Schimke. “Many of our current systems require specialized knowledge to generate custom reports, which we don’t have in-house.”

“CHSI Technologies imported our claims data into Connections,” said Krepelka. “They also implemented an interface to our claims system. This is going to be a huge benefit, enabling us to perform comprehensive claims and loss analysis across our membership. Through ClientConnect, members will also be able to view their claims data and loss runs.”

“GSRMA will tie claims data to premiums to ensure members are paying fair prices according to their loss history,” said Schimke. “We’ll also be able to analyze member loss history against loss prevention and training to determine if we’re getting a return on those efforts.”

- **Visualize Risks Geographically; Initiate an Immediate Response to Claims.**

“GSRMA has utilized a nurse triage service to channel injured workers to the most appropriate level of care,” said Schimke. “GSRMA’s nurse triage company will perform the initial claims intake, and

now this information will directly feed into Connections. From there, it is electronically shared with the MetaVision WarBoard as well as GSRMA's claims system.

"With the MetaVision WarBoard, we'll be able to immediately identify when and where claims occur on the WarBoard's geographic display," said Schimke. "If a claim occurs anywhere in California, within a minute or two, an alert appears on our computerized map. Staff can get on top of claims right away. I also see other potential applications for the MetaVision WarBoard. For example, I'd like to geographically map our membership and visualize the density of our risks in California."

- **Improved Safety & Loss Prevention Efforts.**

"With Evaluate, our safety and loss prevention officer will be able to spend more time in the field," said Schimke. "Previously, he performed surveys using paper forms and input results manually. Now, he'll develop online surveys and use his Smartphone to perform onsite inspections, answering survey questions and collecting additional data. He can then upload the results wirelessly, and run and print the inspection report. Members get results immediately and can compare their performance against their peers."

- **BrokerConnect Streamlines Underwriting of New Business.**

"In the past, our broker sent us paper-based submissions," said Schimke. "With BrokerConnect, the broker can logon and directly enter a new prospect. Our member services director will automatically receive the submission, review it, and release a quote. We essentially tie our member services into rating and underwriting—the whole process is interconnected and streamlined. CHSI Technologies also built a link between Connections and our broker's system, so we can automatically upload property and vehicle schedules, ensuring all data is up-to-date."

- **Right Price, High Value for Cutting-Edge Technology & Support.**

"Connections is priced right for risk pools," said Schimke. "A pool pays a small upfront implementation fee. Since the system is delivered via a Software-as-a-Service (SaaS) model, you minimize front-end capital expenditures and pay a monthly fee as part of your operating costs. In addition, since the system is accessed via the Internet, risk pools don't have to invest in new hardware to support this new, cutting-edge technology."

CHSI Technologies utilizes high standards of data security. "Our data is housed on CHSI's servers," said Schimke. "CHSI maintains a secure data site, complete with backup, redundancy, and recovery plans—which we couldn't develop on our own. If a fire or disaster occurs, we can purchase new computers, access Connections via the Internet, and be up and running in no time."

"Connections provides many other benefits to IT staff," said Krepelka. "We've eliminated several databases and spreadsheets, and I no longer have to worry about getting disparate systems to talk to each other. Instead, all our data is housed in Connections. Once an interface is established, Connections handles everything."

"I've been an IT professional since 1985," said Krepelka. "During this time, I've never experienced the level of service I've received from CHSI Technologies. When we make a request and their people say, 'no problem,' they mean it. When they say something will be ready by a certain date, it's done and it works. They're focused on service, and another key reason is their platform is very powerful and flexible, enabling them to develop capabilities quickly and efficiently."

- **System Flexibility to Manage Unique Programs.**

"One of the areas where GSRMA has continued to experience growth is in offering health benefits," said Schimke. "We have access to a good product, which we essentially pass-through to our members. The key is to be as efficient as possible in how we manage that program in terms of enrollment, billing, and changes. CHSI Technologies customized Connections to manage and

automate a significant portion of this process. Soon, our members will logon via ClientConnect to input their own monthly updates, including additions and deletions. Once they hit submit, the system automatically notifies us, and we send out the appropriate billing.”

▪ **A Competitive Advantage for Future Growth.**

“The number of risk pools has grown significantly,” said Schimke. “As a result, we’ve entered a cycle of intense competition. Due to the economy, decisions are largely driven by cost and shrinking budgets. The pooling industry can’t keep doing things the same way we’ve always done them. We need to operate smarter and with a greater understanding of the value we provide.”

“At GSRMA, our strategy is to automate, build efficiencies, and leverage data in ways that allow us to be more competitive than anyone else. In this climate, GSRMA has been fortunate enough to continue to grow. We were faced with possibly having to hire more staff to handle increased workloads. Instead, Connections has made us more efficient and productive, and it’s a key component to our business strategy going forward,” said Schimke.

“Public entities are risk adverse by nature. They don’t like to jump in until a solution is proven. We’ve served as the early adopter. In the poker game of pooling, we’re all in—100% committed to leveraging Connections in our business. It absolutely is the right solution at the right time,” concluded Schimke.

CHSI Connections Management System is a solution designed for public risk pools, self-insured public entities, self-insured employers, self-insured groups, risk retention groups, insurance captives, and small- to mid-size insurance companies. For more information about CHSI Technologies, visit www.chsitechnologies.com or call Cindy Welch at 1-866-930-9742.



www.chsitechnologies.com