



Jacada Fusion is an agent productivity solution for contact centers that works with your existing business systems to deliver 'The Perfect Interaction' – for your agents and for your customers.



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CAROL DAVIS  
Project Manager  
Centers for Medicare &  
Medicaid Services

## Jacada Fusion Powers “Next Generation Desktop” for the Centers for Medicare and Medicaid Services

As a federal agency within the U.S. Department of Health and Human Services, the Centers for Medicare and Medicaid Services (CMS) develop initiatives to help Medicare beneficiaries understand program benefits and make informed healthcare decisions.

### The Business Challenge

Most Americans are aware that they can get Medicare and Medicaid benefits if they meet certain criteria, but few truly understand those benefits and how to take advantage of them. In keeping with CMS’s goal to make Medicare beneficiaries active and informed participants in their health care decisions, the Center for Beneficiary Choices, and its network of call centers, serve as an educational resource to make it easy for Americans to learn about their options under Medicare, as well as make inquiries about their specific claims. However, the lack of technology to integrate disparate CMS applications used throughout the agency became a major stumbling block in making the Center for Beneficiary Choices a streamlined, customer-friendly service.

According to Carol Davis, CMS project manager for the “Next Generation Desktop,” the agency’s 68 call centers, operated by 34 different contractors, had a myriad of applications and multiple toll-free numbers. Each call center was dedicated to supplying information on one specific aspect of Medicare benefits: physician claims, hospital claims, or durable medical equipment claims, for example.

In a typical scenario, a Medicare beneficiary might choose the toll-free number to call for inquiries about a hospital claim. The CMS representative at the call center dedicated to answering questions about hospital claims had to search through as many as seven different application screens to retrieve the beneficiary’s information from the hospital claim system. If the beneficiary had another question about a different type of claim — for example, for durable medical equipment — the CMS representative would not be able to answer it as there was no way to access that particular application. Instead, the beneficiary would have to hang up and then call a different toll-free number to obtain the information on the other type of claim.

“CMS did not have a standardized system for accessing the full range of beneficiary data from our disparate applications,” Davis says. “The lack of integration and the fact that our beneficiaries had to be aware of a multitude of toll-free numbers severely hindered CMS’s efforts to make the agency more accessible to the public. Moreover, the efficiency of our representatives suffered because they had to go through many tedious steps and manual processes just to answer one question.”



Davis says that CMS needed a technology solution that would help the agency meet its four main goals of providing:

- Single-point access to Medicare information
- “One-stop shopping” with a single toll-free number for the beneficiary’s convenience
- Consistent, accurate and understandable information
- Information how and when beneficiaries want it — 24/7 and through multiple channels

“To accomplish our goals, CMS envisioned a ‘Next Generation Desktop’ that would provide transparent integration of all beneficiary data accessible in a standardized desktop environment,” Davis says. “We also wanted a flexible solution that would allow us to create virtual call centers with remote representatives so that we could efficiently match call volumes to available representatives.”

### The Solution

AdminaStar Federal, the primary organization that administers government contracts for Medicare under the authority of CMS, assembled the “Next Generation Desktop” development team. Jacada Fusion was selected to facilitate the linking of CMS’s disparate applications, and Fair Isaac, a systems integrator and government contractor, joined the team to assist in the development process.

“AdminaStar Federal put together a very capable team to implement the ‘Next Generation Desktop,’” said Davis. “Jacada Fusion proved to be the favorite for our integration needs because of its capabilities, ease of use, scalability, reliability, and return on investment. Jacada Fusion was the top performer all the way through the initial test phases.”

Jeff Stickel, manager at Fair Isaac says that the biggest challenge facing the development team was the integration of four mainframe applications and its subsets in multiple locations across the country. Fair Isaac developers employed Jacada Fusion to create an integration layer that automatically identifies and routes information inquiries from the “Next Generation Desktop” application to the appropriate application.

According to Stickel, Jacada extended the J2EE architecture to enable the building of custom features in the integration component. Jacada also provided the flexibility of a neutral XML interface for transparent integration with the legacy systems. “With Jacada Fusion as a key facet of the integra-

tion solution, CMS was able to cost effectively leverage its existing systems,” Stickel says.

Jacada Fusion supports all of CMS’s call centers nationwide, empowering approximately 7,000 representatives to efficiently respond to about 48 million calls annually.

“Without Jacada Fusion we would not have been able to link all of our different applications,” Davis says. “CMS has met our goal of creating a standardized, consistent ‘Next Generation Desktop’ environment for greater efficiency and improved service to our beneficiaries.”

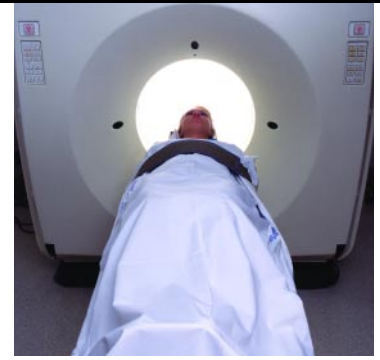
### The Benefits

According to Davis, the “Next Generation Desktop” has proven to be exceptionally successful. CMS representatives can now answer a variety of inquiries using one desktop screen that employs plain English rather than cryptic codes for easier and faster navigation of all of CMS’s applications.

Reduced training time is another key benefit of the “Next Generation Desktop” environment. “CMS is very happy with the level of system integration and how it supports a common interface that is easier to learn and use than the previous systems,” Davis says. “Training time for our representatives has been cut from several months to several weeks, and we can get new employees up to speed and productive more quickly.”

The implementation of this state-of-the-art standardized desktop application was the first of many steps that CMS plans to make in attaining increasingly higher levels of customer service.

“Without Jacada Fusion, it would be more difficult to provide the consistent and accurate information that our beneficiaries enjoy today,” Davis says. “The ‘Next Generation Desktop’ is a key advantage in helping CMS improve quality of service and deliver the highest level of beneficiary satisfaction.”



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