



Kentucky Board of Medical Licensure

CASE STUDY

Customer Details

The Kentucky Board of Medical Licensure is responsible for protecting the public by ensuring that only qualified medical and osteopathic physicians are licensed and initiating disciplinary action when violations of the Medical Practice Act occur.

Industry

Insurance

Avolin Solution

GoMembers

Challenges

- Legacy system lacked capability to enable online interaction in real-time for their licensee healthcare professionals
- Time consuming process of communicating licensing status to the public via inbound phone calls

Key Benefits

- 100% of new license applications and 95% renewal applications performed online
- Processing times reduced by more than 65%
- Eliminated manual input of new data and payment information for each applicant
- Virtually eliminated verifications of licenses over the phone

Although the Kentucky Board of Medical Licensure (KBML) had received several years of good service out of their legacy licensing management system, like many older systems it was lacking certain capabilities—especially with respect to online interaction in real-time for their licensee healthcare professionals, and communicating licensing status to the general public.

Identifying the Challenge

On an annual basis, KBML processes approximately 19,000 new license and renewal applications. The KBML staff also provides countless license verifications. KBML was in need of a more effective means to manage replacement wall and wallet card certificates, as well as an improved process to provide profile and demographic updates in a more automated fashion. Investing in a system to enhance these processes was crucial to help staff come more efficient in responding to its constituency of licensees.

It was essential that KBML invest in a new system to help staff by automating and updating profile information, providing the means to process applications and renewals online and seamlessly have the information collected in a back-office application. KBML also needed a means to provide the public with license verifications quickly and efficiently while generating a revenue stream for the agency via the verifications sales.

Finding the Solutions

KBML chose to invest in GoMembers Enterprise solution. The GoMembers solution provides KBML with a fully integrated system that allows healthcare professionals associated with the state of Kentucky to easily change profile information online, such as address and phone numbers. They can also apply for new licenses and check application statuses in real time. Licensees are able to renew their licenses online and purchase certificate and wallet card replacements online. Healthcare professionals receive automated workflow update emails throughout the licensing and renewal process.

GoMembers not only ensures that all public information is securely available online, but also gives KBML staff all the reporting data they require at their fingertips.

Enjoying the Results

Since the implementation of GoMembers, KBML has seen major results:

- 95% of all license renewal applications are performed online
- 100% of new license applications are performed online
- Processing times have been reduced by more than 65%
- KBML staff no longer need to input new data and payment information for each applicant
- KBML no longer needs to provide license verifications over the phone

GoMembers has given KBML's staff more time to dedicate to other vital agency work and provides a nice revenue stream with the purchase and download of replacement certificates and verifications. By applying the Workflow Automation option in GoMembers, KBML created a process of automation that has helped them become a leader in their industry.

"As a regulatory agency, we are obligated to keep our 19,000 licensees informed of status applications, law changes to prescriptions and even regulatory changes," said Sandy Brooks, KBML office systems manager. "Due to work volume and financial resources, KBML moved forward with Workflow Automation by utilizing email notifications. We have incorporated as many as 48 workflows encompassing many aspects of our business."

Implementing GoMembers has given the KBML staff an easy to use application that allows them to save time and department money. The solution empowers staff to be more efficient through an improved automated online application process and enhanced communication to its applicants through Workflow Automation. Brooks also notes that the workflows developed by the GoMembers solution have allowed staff members to dedicate more time to their current job, saving KBML countless hours of labor costs. They have been please with the execution of workflows and the quality of service provided by Avolin, and continue to think of ways that automation can benefit their agency.

If you would like to learn more about GoMembers, email us at info@avolin.com or visit www.avolin.com.

The Avolin logo features the word "Avolin" in a bold, sans-serif font. The letter "A" is black, while the "v" and "o" are purple, and the "l", "i", and "n" are black.

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