



WebSphere software

Increase business agility with IBM WebSphere Business Services Fabric and IBM Healthcare Payor Content Pack.



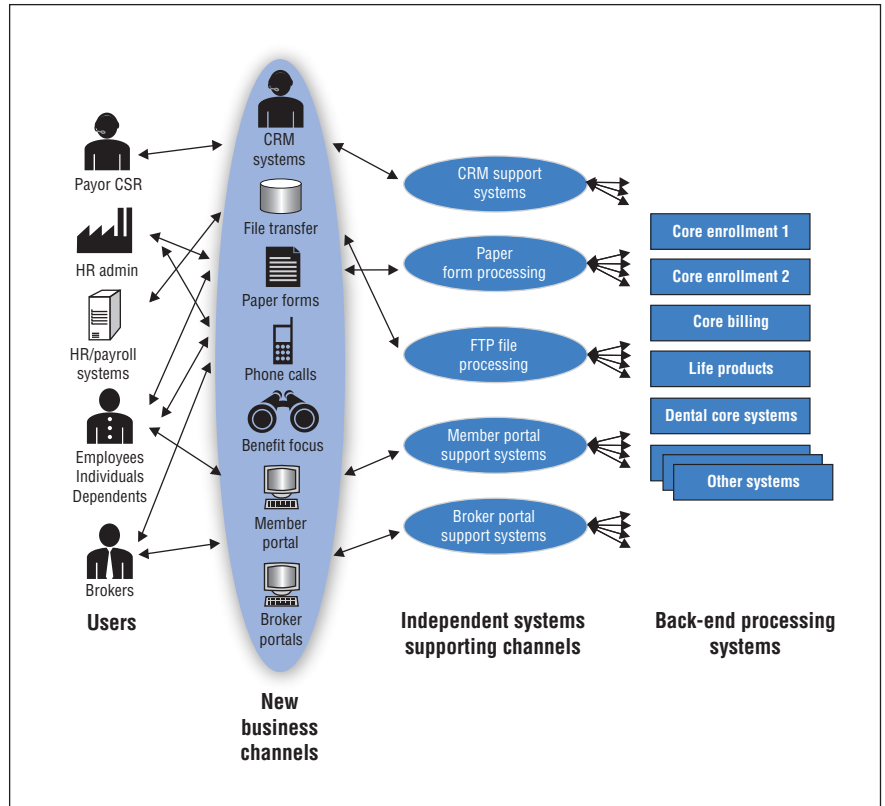
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Overview

Today's health insurance enterprises struggle against increasing competition, rising medical costs and greater demand from consumer and healthcare providers for improved products and services. However, legacy IT systems lack the flexibility to support effective collaboration across an increasing range of diverse participants. As a result, IT continues to face severe constraints in terms of complex processes, systems, applications and interfaces – even while funding and resources are being drained to support rising maintenance costs.

To help address these challenges, IBM provides solutions based on business process management (BPM) enabled by service oriented architecture (SOA). IBM WebSphere® Business Services Fabric is a comprehensive SOA offering that delivers dynamic BPM capabilities to assemble and manage composite business applications. WebSphere Business Services Fabric solutions enable end-to-end, life-cycle governance of business services. At the same time, they can extend existing IT capabilities without costly IT system “rip and replace” projects.

IBM Healthcare Payor Content Pack integrates seamlessly with WebSphere Business Services Fabric and provides a comprehensive set of prebuilt, health insurance-specific assets to accelerate and enhance delivery of fabric-based composite business applications. IBM Healthcare Payor Content Pack is also extensible and open for configuration and customization, based on the organization's key business processes.



An effective healthcare payor environment requires flexible cooperation among payors, providers and other healthcare partners.

SOA solutions based on WebSphere Business Services Fabric and IBM Healthcare Payor Content Pack can enable health insurers to design more flexible processes, address their regulatory requirements, develop new products and increase their competitive edge in today's healthcare marketplace.

Review today's challenges for healthcare payor processing

Increased competition, rising medical costs and a soaring demand for improved products and services – all these challenges and more place

Highlights

Legacy IT systems often lack the flexibility to support effective collaboration across a growing range of participants

enormous burdens on today's healthcare payor environments. Payors, providers, HR administrators, brokers and other healthcare partners must be able to work together in a flexible, efficient and dynamic fashion.

Unfortunately, legacy IT systems often lack the flexibility to support effective collaboration across a growing range of participants. Usually, these systems have a limited number of end-user channels and connectivity is hard-wired to multiple processing systems. In most cases, these multiple processing programs have been built at different times with direct connection to back-end legacy systems. This approach leads to a number of problems:

- Each system is connected independently with hard-wired mapping, processes and rules.
- Each system has different processes and rules for presenting information differently.
- Each channel may lead to different answers and experiences.
- Direct programmed connectivity creates rigid, expensive-to-maintain systems.
- Introducing new channels and users is frustrating and time-consuming.

As a result, many healthcare payors have to keep their IT budgets directed at maintenance instead of innovations that might contain or even eliminate the problems that are driving up these maintenance costs in the first place.

Develop composite business applications based on BPM enabled by SOA

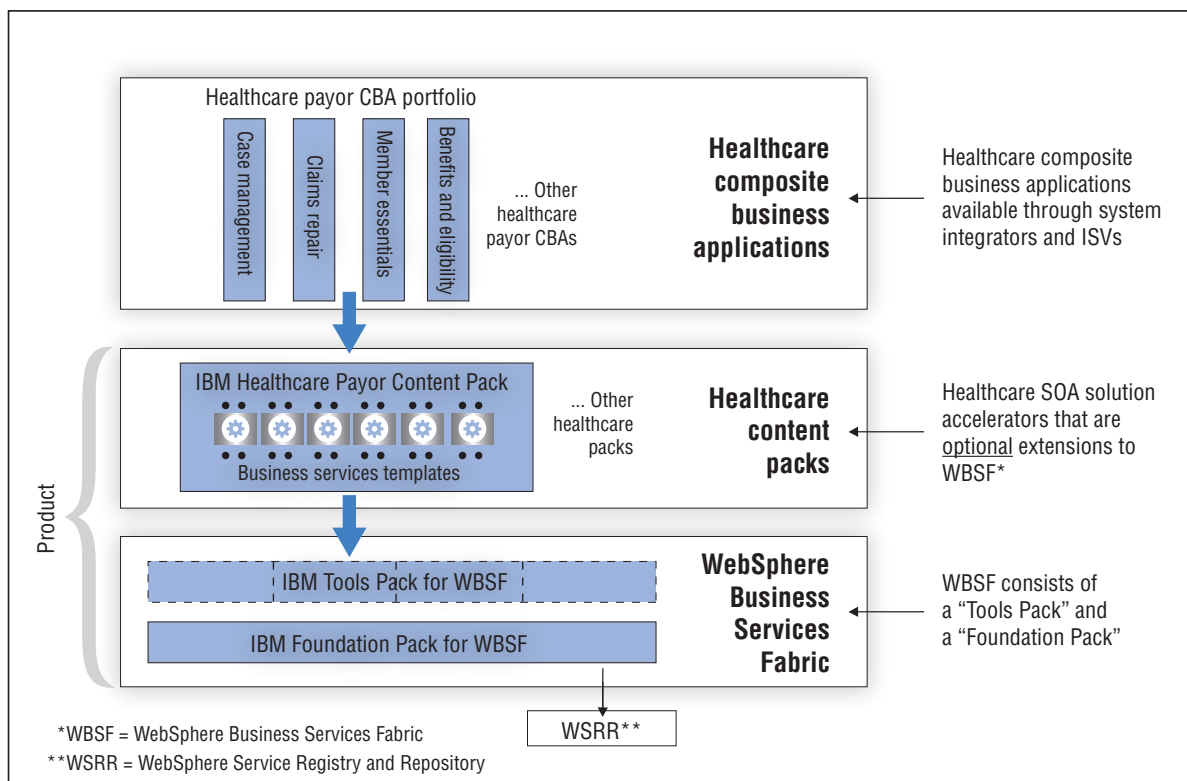
To help address these challenges, IBM provides solutions based on BPM enabled by SOA. BPM is a discipline combining software capabilities and business expertise to accelerate process improvement and facilitate business innovation. SOA is an enterprise-wide, standards-based integration and development architecture that effectively overcomes differences in platforms, software architecture, languages and network protocols.

By modeling, developing, deploying and managing business processes throughout their life cycles, BPM enabled by SOA can help organizations

absorb and manage change more easily. Healthcare payors can develop and deploy innovations to help change operational processes, automate processes, view operations in real time, and collect data for analysis and improvement.

One of the most valuable benefits of BPM enabled by SOA is support for composite business applications based on reusable building blocks called business services. Because a business service consolidates business-level usage information into one place for easier discovery and change, it can be easily modified, customized by business context and dynamically executed at run time.

With composite applications based on BPM and SOA, organizations can modify business processes without changing the entire process – all while enhancing the business agility and responsiveness gained from these processes.



IBM provides an end-to-end SOA platform to model, assemble, deploy, manage and govern business services for healthcare payors.

Highlights

WebSphere Business Services Fabric offers a full range of components and capabilities for life-cycle management and governance of business services

Enhance life-cycle management and governance with WebSphere Business Services Fabric

WebSphere Business Services Fabric offers comprehensive SOA that is designed to accelerate the assembly and management of composite business applications. WebSphere Business Services Fabric can help organizations achieve greater flexibility and business process innovation.

WebSphere Business Services Fabric offers a full range of components and capabilities for life-cycle management and governance of business services, including:

- A highly scalable, dynamic service selection and delivery engine based on business and user context.
- A centralized repository to store business services and business-level policies in conjunction with IBM WebSphere Service Registry and Repository.
- Management, control and automation of business service entitlements for role-based users and systems.
- Business services visibility and monitoring to manage performance.
- Business policy management and enforcement.

In addition, WebSphere Business Services Fabric extends integration at multiple levels, including:

- Extension of IBM WebSphere Process Server to provide run-time and manage-time capabilities for business services.
- Extension of IBM WebSphere Integration Developer to provide the tooling necessary to assemble business services.
- Integration with WebSphere Service Registry and Repository to source technical Web services metadata used in the assembly of business services.

Highlights

IBM Healthcare Payor Content Pack accelerates the deployment of SOA solutions for health plans

WebSphere Business Services Fabric also provides a number of enhancements for quality of service and information architecture, such as:

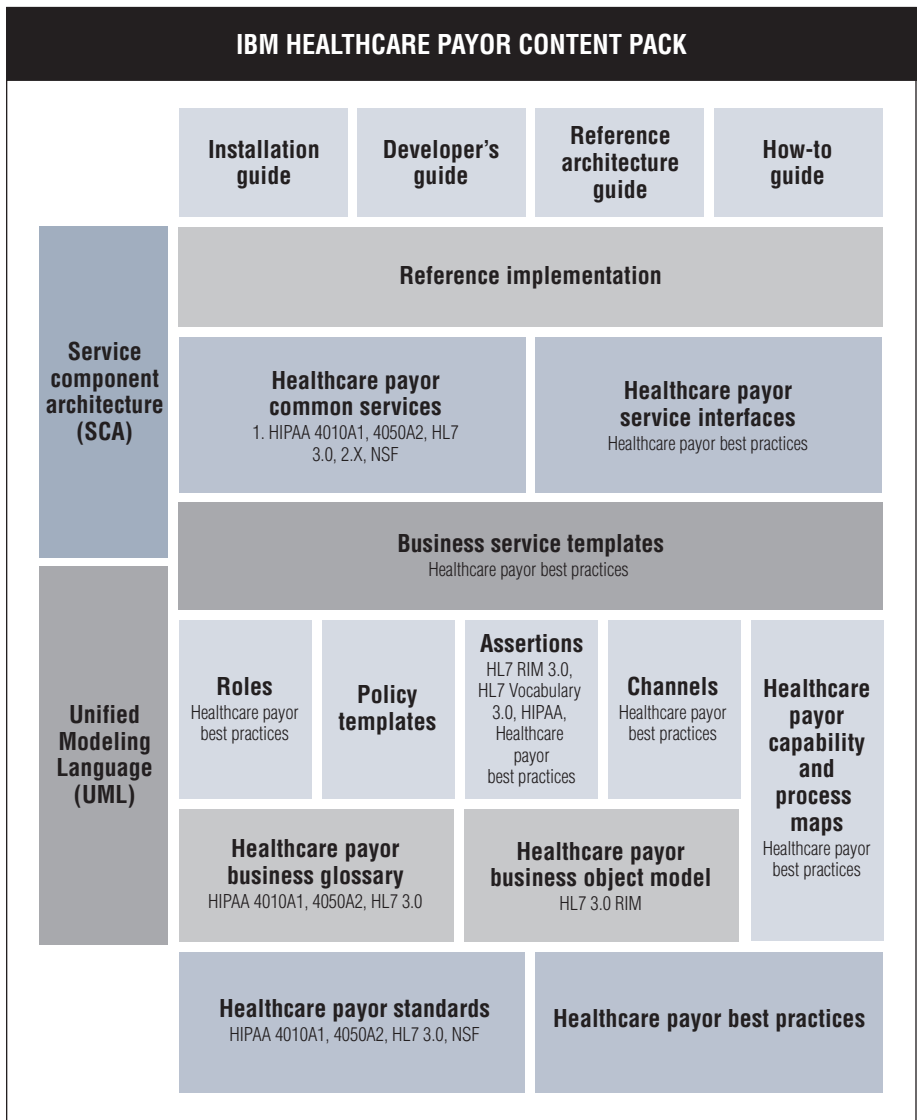
- Flexibility to change processes and service execution behavior across multiple business processes and disparate IT systems.
- Policy-driven business services to provide customized business functionality based on changing business contexts, thereby improving customer service.
- Accelerated process change and easier ongoing maintenance with business-level policies stored in a centralized location.

Discover assets and capabilities of IBM Healthcare Payor Content Pack

IBM Healthcare Payor Content Pack accelerates the deployment of SOA solutions for health insurers. Prebuilt assets are optimized to leading health insurance standards like Health Level Seven (HL7) and Accredited Standards Committee (ASC) X12 EDI Standards for the Health Insurance Portability and Accountability Act (HIPAA). Included in IBM Healthcare Payor Content Pack is a large variety of assets designed specifically for health insurers:

- **Business capability/process maps** — decomposition of health insurance domain into business capabilities and subcapabilities which are further decomposed into processes and subprocesses. The process definitions are mapped to business services.
- **Business services templates** — healthcare payor-specific business services definitions, associated Web services and metadata on roles, channels, assertions and sample business policies.
- **Business glossary** — a healthcare payor common vocabulary that represents a taxonomy of health plan terms, with associated relationships and properties based on HL7 Reference Information Model (RIM) and ASC X12 EDI for HIPAA.
- **Business object model** — HL7 RIM Version 3-based business object model that represents a conceptual view of health insurance enterprises through business objects.
- **Service interfaces** — healthcare-specific schemas and Web service interfaces based on HL7 messaging model and ASC X12 EDI Standards.
- **Common services** — service implementations specific to healthcare payors that enable transactions like validation, error identification, bulking, debulking and transformation. These are based on HL7 messaging standards and ASC X12 EDI Standards for HIPAA.
- **Knowledge assets** — documentation and sample implementation scenarios to help assist in the consumption and extension of the assets.

The reference architecture of IBM Healthcare Payor Content Pack, shown below, logically expands SOA by promoting loose coupling of assets and thus



IBM Healthcare Payor Content Pack for WebSphere Business Services Fabric contains a wealth of "starting points" for an enterprise's business process project. And because these assets are prebuilt based on industry and technology standards, the IT team does not have to start from scratch.

enables consistency and reuse across health insurance business processes. The reference architecture is optimized to industry and technical standards and thus facilitates interoperability across the ecosystem.

IBM Healthcare Payor Content Pack also provides extensive globalization capabilities, including pack and documentation support for English, French, Italian, German, Spanish, Brazilian Portuguese, Japanese, Korean, simplified Chinese and traditional Chinese. Additional support is available for region-specific standards (subject to language support) and domain models specific to customers and vendors.*

Summary

WebSphere Business Services Fabric combined with IBM Healthcare Payor Content Pack can help healthcare enterprises govern and modify their business processes much more easily, efficiently and cost-effectively.

WebSphere Business Services Fabric provides dynamic BPM capabilities to assemble and manage composite business applications. As a result, organizations can:

- Increase responsiveness to changing business needs through dynamic service selection and policy-driven composite applications.
- Accelerate process change and streamline maintenance through policy configuration instead of coding and redeployment.
- Aggregate business functionality from disparate legacy, third-party, custom and packaged systems to increase service reuse.
- Extend and enhance existing IT capabilities without requiring time-consuming and costly IT system “rip and replace” projects.

With IBM Healthcare Payor Content Pack, payors can use industry-specific assets to help them:

- Minimize the efforts required to identify, design and develop unique business services across healthcare payor business processes.
- Accelerate the deployment of new or bundled payor products and services by extending and transforming historically siloed applications.
- Decrease costs for modernization and maintenance through reusable, standardized and consistent IT assets.
- Simplify interoperability across disparate healthcare applications based on healthcare standards and customer-specific models.
- Speed time to market and time to value through prebuilt and frequently reused payor-specific common services.
- Expose existing SOA assets to predefined payor-specific business services templates.

Backed by these IBM offerings, healthcare payors can develop flexible, end-to-end solutions to increase efficiencies, improve services, create new products and support today's complex payor environments.

For more information

To learn more about extending your BPM platform with WebSphere Business Services Fabric and IBM Healthcare Payor Content Pack, visit ibm.com/software/integration/wbsf

Additional information on SOA is available at ibm.com/soa, and a discussion of the IBM WebSphere BPM suite can be found at ibm.com/software/websphere. To learn more about IBM Business Innovation and Optimization, visit ibm.com/software/innovate



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