

CASE STUDY: RAM Health, Inc.

From Crisis to Continuity: Overcoming a Digital Mailroom Disruption

When operations came to a sudden halt, RAM Health turned to Imagenet for a seamless, six-week transition—restoring workflows, ensuring compliance, and improving efficiency long-term.



Introduction

RAM Health, formerly RAM Technologies (RAM), provides industry-leading SaaS and BPaaS core administrative solutions to government-sponsored health plans, including Medicare Advantage, special needs, and managed Medicaid. With more than four decades of experience, RAM is widely recognized for providing innovative technology solutions that boost staff efficiency, enhance member experiences, and eliminate concerns about regulatory compliance. In August 2024, RAM was named to the Inc. 5000, an annual list of the fastest-growing private companies in America, for the eighth time.



Challenge

In early 2024, RAM was facing a significant challenge. Its longtime partner for digital mailroom services, Change Healthcare, had suffered a cybersecurity breach. The breach—and the subsequent outage of Change Healthcare's digital mailroom services—meant an immediate halt to paper-based claims and document OCR imaging for RAM's clients.

“We quickly understood that Change Healthcare's challenges were deep, and that the outage would take time to resolve,” says Wayne Troutman, RAM's Chief Operations Officer. “As government-sponsored plans, our clients didn't have time to wait. They were at risk of noncompliance if claims processing delays became too severe.”

“ We were left in a situation where we had to quickly pivot to other solutions for the services we contracted with Change Healthcare. One of those was the mailroom imaging and OCR services.”

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Troutman and his team immediately began searching for a new digital mailroom partner. Their top priorities, he says, were to find an organization that could support a rapid transition and implementation, and one that could also serve as an effective long-term partner. Within a few days, the team selected Imagenet.

“We felt that Imagenet could support both of those priorities,” says Troutman, noting that much of his confidence was built on prior experience with Imagenet. “During the pandemic, my previous company had to quickly transition its in-house digital mailroom to an external partner. They selected Imagenet and were very successful. Based on that experience, I felt strongly that Imagenet would be the most risk-averse choice for addressing our current challenge at RAM.”



Solution

Within days, RAM and Imagenet began transitioning RAM’s clients to Imagenet’s digital mailroom services. The entire process—from initial evaluation and contracting to planning and implementation—took less than six weeks.

During this time—and since—Imagenet has served as a “true example of partnership,” says Troutman, noting that the Imagenet team met with RAM daily, sometimes multiple times, to discuss recommendations, create project plans, share timelines, and track progress.

“ I can’t say enough positive things about how engaged Imagenet was, how clear they were about what could be done and when it could be done, and most importantly, about how they delivered.”

“Imagenet delivered on our objectives and timelines, which built confidence among our executive team,” explains Troutman. “Their ability to deliver also communicated to our clients that we had this situation under control.”

One of the first items to tackle was retrieving RAM’s clients’ backlogged mail from Change Healthcare’s PO boxes so that Imagenet could process it. Initially that mail was overnighted to Imagenet, but within a few weeks, Imagenet had several additional PO boxes from which it began receiving and processing mail.

The processing aspect of Imagenet’s work includes sorting, preparing, and scanning paper claims and other documents, uploading claims and document images to a secure image repository, and using OCR and proprietary data-capture technology to translate claims into 837 EDI files and create index files for correspondence.

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Services Imagenet provides to RAM include:

- ▶ Mail pick up from dedicated PO boxes, transportation, and storage.
- ▶ Claims and document sorting and scanning to OCR specifications.
- ▶ Document storage for 60 days.
- ▶ Onsite document shredding upon client approval.

“These are highly important steps for us,” says Troutman. “Translating paper submissions into electronic data allows us to seamlessly take that information into our processing systems and adjudicate those transactions.”



Results

While Imagenet's speed-to-implementation was extremely beneficial to RAM Health in the wake of the Change Healthcare disruption, Troutman says Imagenet has also proven to be

a highly efficient, collaborative, and effective partner.

Imagenet also stands out from other vendors because of its tailored digital mailroom service capabilities, he adds. While most digital mailroom partners offer a similar set of baseline services, Imagenet readily pivots its offerings to meet the unique needs of each customer. “Imagenet quickly recognizes what solutions to offer and how to customize them so that their partners will experience optimal value.”

Troutman points to Imagenet's sorting capabilities for miscellaneous correspondence as an example. Prior to moving to Imagenet, RAM received miscellaneous correspondence documents in one bundled file from its digital mailroom partner. At that point, RAM's staff had to manually sort to find the most urgent forms to address. In contrast, Imagenet has deployed additional sorts to identify the more critical, timely forms. Imagenet scans those in separate batches and sends them as separate files, saving RAM time and resources.

“Imagenet has extremely efficient digital mailroom processes, but they've also tailored services to enable more expediency on our end once they've digitized claims and other documents for us.”

“ Imagenet has fine-tuned our digital mailroom services in ways that our previous partner did not. These refinements have improved end-state timeliness and end-state quality.”

Digital Mailroom Selection Tips

► For organizations considering switching to a new digital mailroom vendor...

Troutman suggests asking potential vendors: How will you refine our current processes? “Not all digital mailroom vendors proactively explore this with potential customers,” he explains. “That’s one of Imagenet’s distinct differentiators.”

► For organizations considering transitioning in-house mailroom services to an external vendor...

Troutman suggests asking potential vendors: How will you drive down our costs, in a realistic way? What resource and time savings should we anticipate? “That’s also an Imagenet differentiator,” he says.

About RAM Health, Inc.

RAM Health is a leading provider of enterprise solutions for healthcare payers. For over 43 years RAM Health has led the way in the creation of comprehensive, end-to-end SaaS and BPaaS solutions for health plans administering Medicare Advantage, Managed Medicaid and Special Needs plans. Our deep understanding of Medicare and Medicaid guarantees seamless integration and operational ease, allowing health plan staff to focus on what matters most.

About Imagenet

Imagenet is a leading healthcare operations partner for health plans and managed care organizations. Imagenet provides a comprehensive suite of solutions, including digital mailroom, claims adjudication, and contact center services. Since 2000, Imagenet has served hundreds of clients, including regional healthcare plans, large government agencies, and managed care organizations. Imagenet’s 10 regional delivery centers, offshore presence, experienced teams, streamlined processes, and proprietary technologies offer cost effective and operationally efficient solutions.