

The Company

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The Challenge

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The Solution

The solution proposed and implemented by Netways was a web solution as a front end to handle transactions from hospitals, clinics, and also from BUPA's clients.

The Benefits

- Increased market share
- Intuitive user interface
- Boosted employee productivity
- Reflected insurance look and feel

BUPA wins best e-business prize in 2006 Middle East Insurance Awards.

The Company

BUPA Middle East is one of the top insurance companies in Saudi Arabia providing medical coverage to companies all over the region. Over 500 of the leading KSA companies benefit from the services offered by BUPA through a rigid combination of tradition, knowledge, and experience dating back to 1997. This combination makes BUPA Middle East to manage employee healthcare needs.

As an insurance provider, BUPA Middle East is committed to the wellness of all its members and is continually and directly involved in their customers' health. This is done via thorough follow up on all their customer cases making sure that they receive the proper treatment from BUPA's network of hospitals and clinics.

The Challenge

BUPA Middle East wanted to implement a solution that reflects the professional look for the health care sector in a local aspect of it, and it also must reflect the overall feeling of an insurance environment with a human touch, care, trust, and support. At the same time increase their share in the Middle East market to become number one.

The system that BUPA used was based on a fax scheme. Each transaction was sent from the hospital by fax, processed by an installed system called Caesar that will store the image in a database and a medical officer in BUPA's quarters will review the request, fill a form with the notes taken from the fax image, store it in the database, and resend the acceptance or rejection of the transaction. This solution was time-consuming and highly inefficient due to the large administrative overhead it caused.



The Solution

The solution proposed and implemented by Netways was a web solution as a front end to handle transactions from hospitals, clinics, and also from BUPA's clients. This solution also integrates with the already installed system at BUPA's headquarters using web services. The web site also solution also serves as a point of sale for the company's products. Hospitals and clinics have the ability to submit requests via the BUPA website. The interface is easy, intuitive, and thus effort and time-saving. Several actions may be taken at the hospital such as filling a new request, checking an existing request, and checking for replies from BUPA. When all the information required from the hospital or clinic, the information is sent to BUPA headquarters where the data is revised and assessed to determine approval or rejection. When the decision is taken, a response is sent back to the hospital. As mentioned previously, the client also has the ability to interact with the system designed for BUPA.

The screenshot displays the BUPA Middle East website. At the top left is the BUPA Middle East logo. The tagline "feel better live better" is centered. A search bar is on the right. A navigation menu includes "About us", "Our health care plans", "Customer services", "myhealth", and "News". Below the navigation, there's a "New BUPADirect" banner with the text: "Looking for the best medical insurance cover for companies with 10 to 50 members? Get BUPA Direct!". On the right, a "News 2009" section lists two items: "BUPA Middle East a certified health insurer" and "Health insurance regulation overview". The main content area has four columns: "About us" (text about BUPA Middle East), "Corporate health care cover" (text about managing companies), "myhealth" (text about living and feeling well), and "Customer services" (text about easy access). At the bottom, there are "Client login" and "Health provider login" buttons. The footer contains contact information and a "DEVELOPED BY netways" logo.

The Benefits

Increased market share

BUPA's market share in the KSA increased by 10% after 3 months from the deployment of the solution and the company is expecting an award since this is the first type of solution available in the Middle East.

Intuitive user interface

The website designed and implemented for BUPA ME makes it easy BUPA employees, clients, and hospitals to make extreme use of. The solution assumes minimal knowledge in IT and thus provides what is needed in a straightforward and intuitive manner.

Boosted employee productivity

As opposed to using fax methods and physical documents, the new solution provided a quick and efficient digitized technique. This drastically decreased administrative overhead and in turn boosted employee productivity.

Reflected insurance look and feel

The design of the website and the schema used promoted the idea of an insurance company. The pages of the website reflected the overall feeling of an insurance environment with a human touch, care, trust, and support.



Technologies used

- Java Development Kit
- Java Document Object Model
- Microsoft SQL Server 2000
- Tomcat Web Server

Who are we?

Netways is a Microsoft Gold Certified Partner with competencies in Information Worker and Business Solutions. Our solutions target a wide array of enterprise and small and medium size business challenges. In addition to our partnership with Microsoft, Netways has a well-built alliance with Captaris for providing fax automation, document management, and business process automation solutions. By leveraging our deep industry and technical expertise, Netways is able to provide customized end-to-end solutions for clients based on worldwide standards. The services we provide include consultancy, development, implementation, outsourcing, and training.



For further information, please contact us at: info@netways.com

Or visit our website at: www.netways.com



Netways Software & Development Technologies

Consultancy | Implementation | Development | Outsourcing | Training

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