



It Pays to Never Give Up When It's Something You Need

OVERVIEW

Challenges

- Outdated and cumbersome database
- Lack of functional database search
- Funding and budget appropriation
- Business case to executive management

Benefits

- Centralized database
- Streamlined information access and consistency
- Information organization, categorization and contextual search
- Better communication across the department
- Training and support from Panviva

If at First You Don't Succeed . . .

Community Health Plan of Washington's mission is to deliver accessible managed care services which meet the needs and improve the health of our communities, and make managed care participation beneficial for community-responsive providers.

The old adage "if at first you don't succeed, try, try again" isn't one normally associated with the purchase of software especially in the era of cloud computing. But that was exactly the situation facing Community Health Plan of Washington in their quest to acquire the Panviva system.

Having previewed the product during a health plan alliance webinar, Debbie McPherson, Director of Customer Service, Community Health Plan of Washington and John Ferrell, Customer Service Supervisor knew Panviva was the right choice to replace the outdated, cumbersome database for their large and growing customer service department of more than 65 people.

But obtaining the system was full of hurdles including the investment in the existing solution, budget constraints and a lukewarm reception from operations executives who were focused on other priorities.

The Community Health team refused to take no for an answer. They presented several business cases directly to management outlining the Panviva's benefits. They illustrated that with its combination of knowledge management, information retrieval and contextual guidance, Panviva was the only solution that could fully address their needs.

During the five-year time span, McPherson and Ferrell willingly tried other solutions including SharePoint, a company WIKI and an in-house knowledge base, but nothing compared to Panviva.

McPherson especially appreciated Panviva's willingness to stick with them over the long haul and to provide an instance of the system that would meet their needs within their strict budget parameters.

"All in all Panviva knew that we really believed in the product and they worked with us to make it happen," McPherson said.



"Once we saw what Panviva could do, we knew it was the product we needed. We worked hard to get it. We kept at it for five years. That's how critical it was for us (to get Panviva installed)."

*—Debbie McPherson, Director of Customer Service,
Community Health Plan of Washington*

Worth the Wait

Community Health saw immediate benefits when Panviva was launched in April 2016. The database was centralized, easy to use and included the sophisticated search function the staff had been asking for.

"The message is consistent. We now have the same information, in the same place at the same time. With Panviva our department is streamlined and more organized. We are working faster because we are getting accurate information quickly now," McPherson explained.

"The staff attitudes have changed. Morale is better. Everyone is happy," added Ferrell.

Community Health is continuing to expand the system with new content. They have assigned two subject matter experts to work with Panviva as content authors, share tips and provide a constant flow of new information.

"It's been a good experience so far. Everything is going great," McPherson said.

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—John Ferrell, Customer Service Supervisor

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