



CASE STUDY: NAS UNITED HEALTHCARE SERVICES

Headquartered in Abu Dhabi, United Arab Emirates, NAS is a Third Party Administrator (TPA) specialised in providing expertise in healthcare claims management and cost containment techniques.

Since 2002, NAS has carved a unique niche in the regional healthcare sector due to its excellent service standards and innovative, customer focused solutions to the benefit of about 1m members.

NAS has staffed offices across the Gulf region and has adopted a highly innovative approach, being the first TPA to develop an online e-claims and e-prescribing solution within the UAE.

Online e-claims

Historically, most healthcare claims have been processed manually, creating a significant operational overhead. NAS wanted to develop a system to automate their clinical solutions and integrate them into their existing portfolio of healthcare services.

A mandated deadline had also been introduced by the Health Authority of Abu Dhabi (HAAD) to provide Pharmacy Benefit Management (PBM) services to all insured members of the Emirate while meeting internationally recognised standards.

By automating its systems NAS is now able to adjudicate a much larger volume of claims, in a faster more efficient way. Ensuring that patient safety was not compromised was an essential pre-requisite for the company.

NAS's short-term goal was to have a full e-prescribing system available with online Drug Utilisation Reviews (DUR's) within the mandated deadline imposed by HAAD. Longer term goals were set to provide an ever increasing depth and breadth of integration in clinical rules/claims within the e-prescribing solution.

Harnessing Technology to Achieve Efficiencies

Demonstrating value to NAS's customers was also a key requirement to the company. Focusing on the application of existing rules and the creation of new ones, meant that value could be clearly shown to the customer base.

Middle East Drug Knowledge (MEDK) from First DatabankTM (FDB) was recommended to NAS as a trusted drug knowledge base which incorporated all Gulf Cooperation Council (GCC) drugs.

A decision to purchase MEDK was based on a number of key features. Firstly, the knowledge base could be fully integrated with open tools and supported in NAS's online solution. It also provided regular monthly updates of all newly licenced drugs for the region, as well as a clear product development roadmap into the future. This ensured that the knowledge base remained up-to-date and relevant.

“FDB was the only one party offering a superior product which met the true needs of the Middle East market. It is the only one that provides a comprehensive solution that allows us to implement fully localised solutions to each individual GCC market.”

TOM O'CONNOR

RX Strategists LLC, PBM Consultant to NAS

More importantly, MEDK provides dynamic alerts to ensure the safety of the patient through cross-checks regarding drug prescription data which include drug-drug interactions, duplicate therapy, contra-indications and indications.

Using the Medication Names Concepts™ feature ensures that all data can support the clinical workflow in the NAS e-prescribing system.

Achieving Measurable Results

The new online e-claim and e-prescribing system met the goals of compliance, but also improved the system overall.

The new system helped NAS understand the constituents of what goes into a drug and a drug claim. It has allowed NAS to put a coding structure together giving a better view of the business from both safety and quality perspectives.

The short term benefits included NAS becoming the first TPA to meet the mandated standard in Abu Dhabi within the stated deadline. This served to underline its position as an innovator in the region.

From an economic point of view, it achieved the stated objectives by increasing the volume of claims handled, particularly around DUR's. This has provided significant cost and efficiency reductions. These savings are passed onto the insurers, while demonstrating clear benefits to the members themselves.

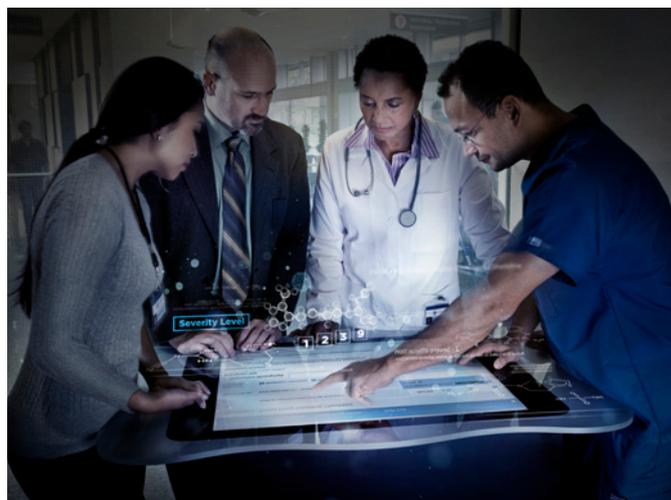
Other tangible results in drug usage safety were also achieved. MEDK provides enhanced capability around the active checking of drug prescriptions against the electronic patient record, highlighting possible areas for concern such as drug-drug interactions or duplicate therapy.

The insurance related records are held in a central database. This is not a complete clinical record, but does represent primary, secondary, pharmacy and any other information pertaining to a patient episode from an insurance point of view.

This single database provides valuable data to the pharmacy and GP community in understanding the types of drugs being prescribed as well as prescribing behaviour in general.

Understanding this type of information ultimately means that NAS is able to make well-informed strategic decisions regarding its current and future planning.

More importantly, it also means that significant improvements have been made to the quality of care and communications provided to their customers.



“NAS built the PBM/e-prescribing engine to benefit our clients and members across the UAE and other GCC countries. The FDB solution has been a critical part of our overall solution to improve quality and reduce costs across the prescription medicine delivery system. We are very excited about building on the great success we have seen in Abu Dhabi and rolling this solution out in other GCC countries.”

JOE BOULOS

Group CEO, NAS United Healthcare Services



For more information, contact Sales today at +971 5577 30456. Or visit www.fdbhealth.ae



First Databank, Inc., Business Central Towers, Office 2603 A, Dubai Internet City, Dubai, UAE.
Other Locations: Indianapolis, Indiana • St. Louis, Missouri • Exeter, England