Web Help Executive Summary

For many claims departments, procedural guidelines are developed as paper manuals. The problems with paper are that:
- It is expensive: manufacturing binders for the 1200 users impacted by HSD Diamond upgrades would cost $24,000.00.
- Information is out-of-date as soon as the manuals are printed, rendering them useless to support accuracy in claims processing. The April 2002, KPMAS claims audit identified 53% of clerical errors as "procedural." The financial impact was $9,898.52 in overpayments and $9,655.72 in underpayments.

This preliminary report discusses the benefits of Web Help as an online delivery system and a comparison of implementing one consolidated web server for all claims regions (Colorado, Georgia, Hawaii, Mid-Atlantic States, Northwest, Ohio) or regional individual web servers.

The start-up costs for a consolidated server are approximately $212,000.00 and $323,000.00 for multiple regional server implementations. The main advantage for a consolidated server is the one controlled source of information. On the other hand, the main benefit for regional servers is the ability to customize information for a regional audience.

On June 20, 2002, MAS successfully implemented a Web Help solution known as the Mid-Atlantic States Knowledge base (MASK). MASK is a Web Help system that hosts HTML content (Policies and Procedures) on a KP Intranet site. We researched several Help Authoring Tools and decided to implement eHelp's RoboInfo Enterprise for the following reasons:
- A web-based system can be accessed from any PC in the Kaiser Permanente network
- HTML content and web-browser based online information systems are the new industry standard
- Natural Language Search capability (similar to "Ask Jeeves")
- End-user feedback reports

SSS Documentation recommends the implementation of the MASK model for other claims regions to serve as an online source for policies and procedures. The strategy for regional web servers is a $100,000.00 more expensive, but the short-term cost allows for long term flexibility within the regions. Implementing Web Help for each region with the base MASK design will increase the speed of implementation and facilitate immediate return on investment.

To be successful, Web Help requires all levels of management support to facilitate the cultural change towards a learning organization. Consider Web Help as an immediate solution to our procedural knowledge gap, with the long-term goal of integrating each regional Web Help system into an enterprise-level Knowledge Management solution.