Next Generation Administration:

How One TPA Doubled Their Business and Tripled Their Operational Efficiency

SITUATION: J.P. Farley, a privately-held third-party administrator and consultation firm, was frustrated with their existing benefits administration software. The company's growth was being dictated by the amount of expensive IT resources available to bridge gaps in software functionality. The issue became more apparent in 2010 when J.P. Farley was pursuing a large client that their current system could not handle. They needed a solution that would overcome limited configurations and costly customization problems to allow them to grow and reached out to Virtual Benefits Administrator (VBA) for assistance.

SOLUTION: Through the use of VBASoftware, VBA's benefit administration software, and VBAGateway, modern web portals for members, employers, providers and brokers, J.P. Farley started unrolling changes across every organizational department in an effort to increase efficiencies. Each department was able to automate processes that had previously been accomplished manually and were therefore susceptible to extensive human error. VBA's flexible technology empowered J.P. Farley to optimize processes in COBRA, Claims, Information Technology (IT), Accounting and more.

THE RESULT: By implementing VBA solutions, J.P. Farley was able to double their business, triple operational efficiencies and significantly increase customer satisfaction.

- Grew by 23,000 lives with significant reduction in staff
- Decreased eligibility staff by 75% due to automated COBRA process
- Went from processing 875 claims per day (with staff of 9 people) to processing up to 4,000 claims per day with 2 staff members and no need for re-pricers
- IT Savings of $11,000 per month by outsourcing department to VBA
- Decreased accounting staff by 50% due to automated processes and increased efficiency

Before VBA

25,000 Lives

with around 53 employees and extensive backlog.

1 Employee for Every **472 Lives**

With VBA

48,000 Lives

with 27 employees with no backlogs.

97% **Customer Satisfaction Rating**

1 Employee for Every **1,778 Lives**

3.77x **Increased Efficiency Across Entire Organization**

"We have been able to take on business outside of the normal TPA model with ease. The system has created opportunities for us to administer ancillary benefits like AI, CI, HI, HRA, Centers of Excellence Network, Medicaid, etc. These plans often have far better margins than the traditional TPA business does for us and they have little impact on our ops team."

– Michelle Bounce COO, JP Farley

Don't let software limitations hold your business back.
Contact vbasales@vbasoftware.com or 1.866.731.1571 to set up a demo and see for yourself what VBA can do for your bottom line.