



KENTUCKY BOARD OF MEDICAL LICENSURE (KBML)

CASE STUDY

INDUSTRY

State Medical Licensing Board

APTEAN SOLUTION

Aptean GoMembers

CHALLENGES

KBML's legacy licensing management system lacked the capability to enable online interaction in real-time for their licensee healthcare professionals

- Communicating licensing status to the public via inbound phone calls in general was time-consuming

BENEFITS

With the implementation of GoMembers, KBML has seen major increases in efficiencies, including:

- 100% of new license applications and 95% renewal applications being performed online
- Processing times have been reduced by more than 65%
- Eliminating manual input of new data and payment information for each applicant
- Virtually eliminating verifications of licenses over the phone

ABOUT KENTUCKY BOARD OF MEDICAL LICENSURE (KBML)

The Kentucky Board of Medical Licensure (KBML) is responsible for protecting the public by ensuring that only qualified medical and osteopathic physicians are licensed and initiating disciplinary action when violations of the Medical Practice Act occur. In addition, the Board regulates the practice of Physician Assistants, Surgical Assistants, Athletic Trainers and Acupuncturists in the Commonwealth. The Board is self-supporting and receives no general fund tax appropriations. It is funded solely through fees collected from its licensees.

THE INITIAL CHALLENGES

Although KBML had received several years of good service out of their legacy licensing management system, like many older systems, it was lacking certain capabilities – especially with respect to online interaction in real-time for their licensee healthcare professionals, and communicating licensing status to the public in general.

On an annual basis, KBML processes approximately 19,000 new license and renewal applications. The KBML staff also provides countless license verifications. KBML was in need of a more effective means to manage replacement wall and wallet card certificates as well as an improved process to provide profile and demographic updates in a more automated fashion. Investing in a system to enhance these processes was crucial to help staff become more efficient in responding to its constituency of licensees.

It was essential that KBML invest in a new system to help the staff by automating and updating profile information, providing the means to process applications and renewals online, and seamlessly have the information collected into a back-office application. KBML also needed a means to provide the public with license verifications quickly and efficiently while generating a revenue stream for the agency via the verifications sales.

THE SOLUTION

KBML chose to invest in Aptean's GoMembers Enterprise solution. The GoMembers solution provides KBML with a fully integrated system that allows healthcare professionals associated with the state of Kentucky to easily change profile information online – such as address and phone number. With GoMembers, healthcare professionals can also:

- Apply for new licenses
- Check license application statuses in real time
- Renew their licenses online
- Receive automated workflow update emails throughout the licensing and renewal process
- Purchase certificate and wallet card replacements online

GoMembers not only ensures that all public information is securely available online, but also gives KBML staff all the reporting data they require at their fingertips.

THE RESULTS

Since the implementation of GoMembers, KBML has seen major results:

- 95% of all license renewal applications are performed online
- 100% of new license applications are performed online
- Processing times have been reduced by more than 65%

- KBML staff no longer need to input new data and payment information for each applicant
- KBML no longer needs to provide license verifications over the phone

The public now accesses all of this information – including the reissuance of replacement wall certificates and wallet certificate cards – online. The GoMembers solution has given KBML's staff more time to dedicate to other vital agency work and provide a nice revenue stream as well. By applying the WorkFlow Automation option in GoMembers, KBML created a process of automation that has helped them become a leader in their industry.

"As a regulatory agency, we are obligated to keep our 19,000 licensees informed of status applications, law changes to prescriptions and even regulatory changes," said Sandy Brooks, KBML office systems manager. "Due to work volume and financial resources, KBML decided to move forward with Workflow Automation in 2013, by utilizing email notifications. Since then, we have incorporated as many as 48 workflows encompassing many aspects of our business."

Upgrading to the GoMembers Enterprise solution has given the KBML staff an easy to use application suite that allows them to save time and department money. The solution empowers staff to be more efficient through an improved automated online application process and enhanced communication to its applicants through WorkFlow Automation. KBML has also seen an additional revenue stream with the purchase and download of replacement certificates and verifications.

Sandy Brooks also notes that the workflows developed by the GoMembers suite have allowed staff members to dedicate more time to their current job, saving KBML countless hours of labor costs. They have been pleased with the execution of workflows and the quality of service provided by Aptean, and continue to think of ways that automation can benefit their agency.

Interested in learning more about Aptean's GoMembers Enterprise solution? Please contact Chris O'Meara at 1.888.288.4634 x 1082 or email us at Chris.O'Meara@aptean.com.



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