Opening the Door to Exponential Growth for a Leading Third Party Administrator

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.

VBA SOLUTION:

VBA quickly assessed that J.P. Farley was at a critical technological crossroads. They could stay with their existing system and lose business, or they could modernize their software and remain a leader in the industry. For J.P. Farley, the choice was simple – move forward with VBA. VBA introduced their VBASoftware that would allow J.P. Farley to process all lines of business including medical, dental, vision, disability, life, FSA, HRA, and HSA on a single, easy-to-use application. VBA Business Services worked closely with functional experts at J.P. Farley to improve and redefine processes while VBA IT services focused on automating interfaces and managing trading partner/vendor relationships.

CLIENT RESULTS:

J.P. Farley, with the help of VBASoftware, was able to land the new client and bring the group live within 90 days, while also successfully converting their existing business within 180 days.

> *"With VBA, we were given a software package that not only met our functional and technical requirements, but VBA IT Services also allowed us to reconfigure our own internal IT resources into experts on business data. This combination has made us highly scalable and more capable of handling marketing demands."*
> **– Jim Farley, President and CEO, J.P. Farley**

VBASoftware allowed J.P. Farley to immediately land a new client, reconfigure their resources and rapidly expand their presence in the market.

Don't let software limitations hold your business back.

Contact Tom Witter at Tom.Witter@vbasoftware.com to set up a demo and see for yourself what VBA can do for your bottom line.

BENEFITS:

Utilizing the flexibility, functionality, and technology available with VBA, the client was able to benefit in a number of ways:

90 DAYS

Implemented a large new client on the VBA platform within 90 days.

Modern, user-friendly, cloud-based solution that provides vastly superior customer service and staff effectiveness.

Easy to use solution that allowed for accelerated training and expertise for new employees.

Ability to comply with state CMS filing and encounter reporting.

Leverage VBA backroom services to facilitate new technical requirements.

Flexibility.   Functionality.   Technology.
vbasoftware.com