

## **EYEMED VISION CARE – BUSINESS PROCESS MANAGEMENT**

### **Challenge**

EyeMed Vision Care is one of the leading managed vision care organizations in the industry. Because of its relationships with retailers such as LensCrafters and Pearle Vision, EyeMed has grown very quickly and now has more than 120 million customers. As a result of this tremendous growth, EyeMed has had trouble maintaining the necessary resources and had become inefficient in several of its core business processes. In order to improve the situation, they purchased Metastorm Business Process Management Software.

### **Solution**

Modus21 was approached by EyeMed in order to evaluate the project. Modus21 started by completing a process evaluation of EyeMed's core processes in the customer relations area, which is responsible for claims processing, change orders, and other account issues. They were able to show the technical and business constraints, bottlenecks, and limitations that faced EyeMed on their path to improvement.

### **Results**

As a result of the initial report, Modus21 was invited back to do a more detailed assessment of the most serious trouble area and implement the necessary changes to the process. This has resulted in EyeMed re-starting the BPMS project and has already brought significant progress in realizing the originally expected ROI. Modus21 mentored the project manager, and has been able to phase out of the project in all but a consulting capacity.