

THE CASE MANAGEMENT GUIDE

This guide will help you better understand case management, as well as available technologies to enable effective case work.



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1 What is Case Management?

Making smart decisions in dynamic work

The term “case management” can mean a lot of different things depending on who you are and what you do. Doctors and lawyers are very familiar with the concepts of medical cases and legal cases — basically, as the sum-total of a patient’s or client’s experience across time in a given situation (or combination of situations). But IT Help Desk trouble tickets are also known as cases. The Federal government buys the goods and services it needs through procurement cases. Pharmaceutical companies track drug compliance cases. Sometime a “case” can be a person; sometimes a physical object, sometimes just a collection of data.

So what is case management? It is a specific type of work; a type where processes are less structured, interactions are more ad hoc, events and milestones are hard to timeline. It is a type of work where lots of different data from different sources must be collected, parsed, summarized for decision-making, and acted upon — often in the absence of prescribed process steps. Case management is knowledge work.

2 18 Signs You Might Need Case Management Software

Reasons to consider using case management technology

If you’re reading this, it’s likely you don’t use case management software to help you make optimal decisions.

And, that’s a shame...because you’re missing out.

So how can you be sure it’s right for your unique circumstance?

Following are some reasons you might need case management software. Do any of these sound familiar?

You know you need case management when...

- 1 You are drowning in paper.
- 2 There is not consistent visibility across cases.
- 3 You have to log in to 2...no 3...no 8 systems to find the right information.
- 4 You are using spreadsheets to manage case work.
- 5 You have so many silos, you feel like a really great farmer.
- 6 You deal with the swivel effect: look at this screen, then swivel to look at that screen.
- 7 Your portal environment has created a seemingly never-ending morass of old, wrong stuff.
- 8 You have the most complex Excel documents ever known.
- 9 You work in the field with just a clipboard.

- 10 Navigating through documents to find the right one takes more than a few seconds.
- 11 Navigating through documents to find the right one can take hours.
- 12 Who said hours? We meant days!
- 13 Collaborating on a case means email, IM, meetings, or phone calls.
- 14 You don't have a productive way to collect collaboration details and information, let alone go back to it in support of a case.
- 15 You spend more than a third of your time searching for that one right piece of information.
- 16 You have recurring nightmares about making the right decision on a tough case.
- 17 You have multiple solutions to address all of your case needs, each with its own log on.
- 18 Your reporting is reliant on the ability to build killer pivot tables.

3 Understanding Four Types of Case Work

According to Gartner,

*“Work is case-like when each work item—each case—requires **unique handling**, involving **complex interactions** between **content**, **people**, **transactions** and **business or regulatory policies** in order to deliver an optimal outcome.”*

Each work item requires...

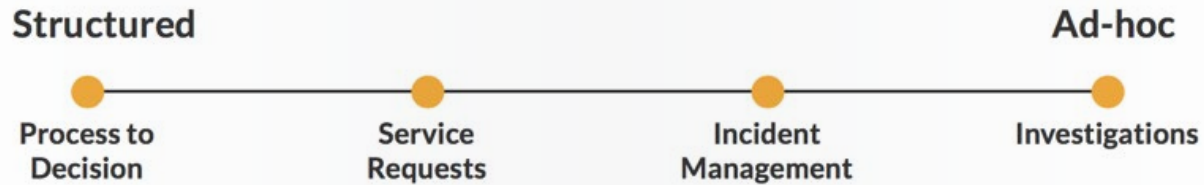
transactions business content
unique handling regulatory policies
people complex interactions

Think about that for a moment.

Consider how complex making the right decision can be when there are so many interlocking variables to manage.

That's why case management exists—to make the results of complex decisions as fair...as fast...as effective...as optimal as possible.

So where is case management best applied? By definition, it is across four types of work:



What are the characteristics and components of these types of work? What are some use case examples? And, how can case management technology help?

Let's dive into each of the four types of case work a little more deeply so you have a better understanding of how case management is applied in different circumstances.

Process to Decision

What is it?

- Case types that rely heavily on structured rules and processes to coordinate case work.
- Solutions that focus on driving to a specific decision with a high degree of context and known policies and procedures.
- Solutions with fluid change of rules, policies and procedures to ensure cases are in compliance with known rules and regulations.

What are some examples?

- Regulatory Compliance (*e.g., federal compliance, government regulations, etc.*)
 - Ensures organizations are handling cases to remain compliant with laws, policies and procedures.
 - Measures compliance of case handling.
 - Allows for flexibility of rules and processes to adapt to regulation changes.
- Routine Patient Care (*e.g., exams, immunization shots, etc.*)
 - Instruct healthcare workers on implementation of routine health care.
 - Measure patient outcomes.
 - Adjust procedures based on medical expert input.
- Pharmacovigilance (*e.g., life sciences, pharmaceutical product management, etc.*)
 - Detailed tracking and reporting of outcomes.
 - Measurement of aggregate outcomes to impact future design.
 - Meet regulatory requirements for product offerings.

What are the characteristics of this type of case work?

- Informed decisions depend on completing a set known rules and processes.
- Follows a predictable, reliable path.
- Requires flexibility to evolve policies and procedures over time.

How can case management software make this type of work more effective?

- Creating a single view into all tasks, actions, data, files, collaborations, and history.
- Allowing business rules provide the required structure, as well as flexibility when needed.
- Flexibility of control on how cases are handled with rules and processes that may be easily changed over time.

Service Requests

What is it?

- Service request case work revolves around making a decision on any particular type of service.
- This could be an approval cycle, proactive maintenance across large fleets, geographies, etc., or even complex customer service interactions requiring conformance to service level agreements.
- Service request case work takes into consideration contractual obligations and ensures cases meet those obligations.

What are some examples?

- Claims Management (*e.g., insurance claims fulfillment, etc.*)
 - Fulfillment of complex claims.
 - Many pieces of information to collect and consider.
 - Ensure compliance with insurance contracts.
- Ongoing Maintenance (*e.g., wind power, oil drilling, fleet management, check-in/check-out etc.*)
 - Maintain complex, large-scale assets, potentially across broad geographies.
 - Identify issues and potential issues to be addressed proactively.
 - Warranty fulfillment.
- Customer Service (*e.g., customer issues, customer retention, etc.*)
 - Manage the lifecycle of activities to address customer requests.
 - Navigate customer issues that require many steps be taken to rectify.
 - Manage long-term customer relationships across populations.

What are the characteristics or components of this type of case work?

- Relatively high degree of structure.
- Limited understanding of context, especially at the beginning.
- Evolving (and sometimes escalating) stakes.

How can case management software make this type of work more effective?

- Instant access to complete, current information speeds decisioning.
- Alerts keep stakeholders always in-the-know.
- Mobility equalizes ability of office and field workers to accomplish necessary tasks.

Incident Management

What is it?

- The process of identifying and resolving adverse incidents.
- A largely proactive approach, but can be reactive.
- Mitigates organizational risk.

What are some examples?

- Facility Management (*e.g., airport security, stadium operations, etc.*)
 - Identify potential issues.
 - Automate steps to proactively address issues.
 - Maintain comprehensive records and measures for risk mitigation.
- Emergency Response (*e.g., first responders, hazard response, etc.*)
 - Engage field workers on incidents with mobile devices.
 - Leverage automated Internet of Things (IoT) notifications.
 - Quickly route incident responders for fast resolution.
- HR Grievances (*e.g., equal employment opportunity, workplace dispute management, etc.*)
 - Guarantee all incidents are handled according to policies and procedures.
 - Apply rules and regulations equally across cases.
 - Resolve disputes, measure outcomes and improve future incident handling.

What are the characteristics or components of this type of case work?

- Proactive; High-level process in place.
- Requires flexibility.
- Relies on cross-team or cross-organization collaboration.
- Mobile and field engagement.

How can case management software make this type of work more effective?

- Automatic, repeatable process and business rules drive a consistent approach to similar types of incidents.
- Social collaboration in the context of the case provides transparency and speeds contextual action.
- Audit trails provide the history of all content, process events, and collaborations in the context of the case.

Investigations

What is it?

- Investigations are often a reaction to a specific event or circumstance.
- Investigations involve collecting and processing evidence to come to an informed decision.
- They depend on capturing and accessing of complete information from multiple documents, research, interactions, perspectives, etc.

What are some examples?

- Accident investigation (*e.g., insurance claims, medical malpractice, etc.*)
 - Gather information.
 - Determine cause.
 - Analyze results and change future behavior.
- Legal investigation (*e.g., financial, regulatory compliance, employment, etc.*)
 - Analyze less clear areas of rules and regulations.
 - Collaborate with experts.
 - Recommend changes to rules.
- New Product Development (*e.g., financial, manufacturing, retail, campaign, etc.*)
 - Measure potential growth of new product offerings.
 - Analyze and collaborate on data.
 - Measure execution towards business goals.

What are the characteristics or components of this type of case work?

- Reactive; Takes place over a large amount of time.
- Little structured process; Context that must be built from across many variables.
- Dynamic business goals.

How can case management software make this type of work more effective?

- Convergence of all case information, including data and processes, in a single location.
- Fast, simple access to the complete, contextual picture speeds informed decisions.
- Case analytics provide key performance indicators and metrics.

4 How Dynamic Case Management Software Enables Better Business

Take a peek at how case management software can help

If your organization does case work with old technology— *or...gasp...with spreadsheets and paper*—you are more exposed to risk than you're aware. With the absolute deluge of electronic data generated today and the multiple processes that typically must be managed for any particular case, if you're not using modern technology to enable your case workers, the case-backed decisions you're making are incomplete, inaccurate, or both.

Dynamic case management software can be the answer. In this section, let's take a look at some of the essential components of case management software that can make the result of your case work as impactful as you believe it to be.

Easy to Use...Easy to Change

Simple interface for faster work – Make sure anyone can use your dynamic case management software without training. You want technology that adapts to how your case workers get things done...not force them to adapt to the technology.

Collaboration for added context – Collaborate on case events and share information for added context about any situation. Case workers need to receive case updates, collaborate, and initiate tasks and actions, all in one place, and they'll get more done more quickly, speeding your path to the right answers.

On-demand reports for ultimate visibility – Easy-to-read reports need to be available on-demand for immediate visibility to case status. It should stream real-time data to reports, dashboards, and even event feeds in context with business rules to deliver insights and prompt actions.

Powerful Capabilities to Manage Any Type of Case Work

Dynamic processes for complex decision making – Case management software should handle dynamic and ad hoc processes through event management, rules, and process capabilities. Support complex event processing scenarios and route case events automatically for review and action.

Rules and Policies that adapt to changing environments – Adherence to business policies and procedures is important. Case management software should seamlessly tie together process and data, allow the creation and management of business rules, and empower knowledge workers to make immediate changes to their business processes so they can adapt to any situation.

Analytics – Real-time case analytics and reports should be available so case workers and managers can have immediate case visibility in any situation no matter what changes.

Everything Unified

Converge all information – Allow case workers to access the most current, complete information, not search for it. Take advantage of powerful integration to converge information across all systems so knowledge workers get the complete picture, all in one place.

Work anywhere with enterprise mobility – Make sure information can be accessed and work can be accomplished on any device so case work can be just as effective in the field as in the office.

Address any circumstance with flexible deployment models – In today’s connected world, there should be no reason to have to choose between a cloud or on-premise solution. Make sure your chosen case management software is available in—and portable between—any environment.

Enable Better Business

These are just some of the characteristics and components to be mindful of when you believe your current case management system—whether paper, email, and spreadsheets, or an off-the-shelf legacy solution—is good enough. Our world is changing. Technology has advanced more in the past five years than in the previous twenty.

In a world where change is the new normal, how can you prepare for whatever comes next? Don’t rely on how it’s been done in the past. Connect with the latest technology and devices, so your case workers always have the most modern capabilities to manage their case work.

5 What Does Case Management Success Look Like?

Learn how others have succeeded with case management

How can you know your case management solution will make a positive impact? In this section, we’ll review how others have used case management technology successfully to address their challenges.

With the ever-growing amount of information, complex business processes, and evolving regulations, case work today is tough. The massive amount of information can be impossible to navigate. And unless process discipline is in place, replicating positive results can be difficult. Additionally, many discount the context that can be gleaned from collaboration.

Some leading organizations have taken advantage of dynamic case management technology to achieve demonstrated success. Here are some of their stories.

Sisal

Sisal is the second largest gaming company in Italy and the first Italian company to operate in the gaming sector as a Government Licensee.

“The gaming industry continues to evolve at an increasing rate, and there is pressure to meet regulatory guidelines and to pursue process efficiency, while best serving our customer-base.” – **Mario Martinelli, Chief Information Officer, Sisal**

GOAL: Eliminate paper; improve visibility

CHALLENGES:

- Largely paper-based
- Many compliance requirements
- Massive partner base



RESULTS:

- New, electronic Supplier Agreement Application rolled out in 10 weeks eliminated paper and improved partner relations
- Automated audit trails increased transparency, achieving compliance as a by-product of sound reporting
- Records converged all individual partner case information in a single location, eliminating time spent searching for the most current data

[Read more](#) about Sisal's experience with dynamic case management.

EDP Renewables

EDP Renewables North America (EDPNA) is a developer, owner, and operator of 28 wind farms and the 3rd largest renewable energy company in the United States. Based in Houston, Texas, EDPR NA is committed to enabling a clean energy future for the U.S. The parent company, which operates facilities in Europe and South America, is the third largest wind energy company in the world. Current market trends, including increasing economic efficiency and acceleration of technological developments in renewable energy, support that vision.

"...we were able to capture over a hundred million dollars worth of issue solutions in the first nine months of use. It gives us a modern mobile and social platform for Dynamic Case Management that drives business performance by turning tacit knowledge into explicit knowledge." — **Stephan Blasilli, Corporate Development Manager, EDP Renewables North America**

GOAL: Rapidly identify, share, and prioritize information to optimize turbine performance

CHALLENGES:

- Vast geographic footprint
- Competitive pressure to optimize efficiency
- Difficulty balancing maintenance with innovation

RESULTS:

- Identified and addressed issues in the first nine months worth more than \$100 million
- Eliminated reliance on email tracking, improving information flow and accelerating performance
- Tracked frequency of issues related to specific equipment suppliers, improving procurement

[Read more](#) about EDP Renewables' experience with dynamic case management.





Flowserve Corporation

Flowserve Corporation (NYSE:FLS) is the recognized world leader in supplying pumps, valves, and services to the power, oil, gas, and chemical industries. Headquartered in Irving, Texas, with more than 16,000 employees in more than 50 countries, Flowserve combines global reach with a local presence to deliver the best in quality service offerings.

“We had a number of separate systems that all served different roles within our supply and product management. In order to deliver excellent service to our customers, we needed a way to access all projects in one location to reduce time-consuming data collection and reporting.” — **Achal Augustine, IT Manager for Services and Solutions, Flowserve**

GOAL: Improve dispute management for aftermarket pump repair business

CHALLENGES:

- Business units that act as independent entities
- Data scattered across hundreds of systems located at more than 50 locations world-wide
- Zero collaboration or standardization across business units

RESULTS:

- Converged all information from all systems across the business
- 200% measured productivity gains across global workforce
- Additional 200,000 person-hours saved from eliminated searching for information

“Mobilizing our field service teams and improving collaboration to resolve finance and repair issues allows us to be more responsive to our customers while running the business more efficiently.” — **Achal Augustine, IT Manager for Services and Solutions, Flowserve**

[Read more](#) about Flowserve’s experience with dynamic case management.

Conclusion

Case management is a style of work where data is king, and work processes and collaborations tend to be less structured, more ad hoc. It is a style of work that touches many types of industries, and many different sorts of knowledge workers, from repair technicians to health care providers to government regulators.

Despite the flavor of case management in question, finding ways to optimize data management in the context of loosely-coupled processes leads to better case management results. Understanding the components of effective case management can help optimize how information is used across your business, aligning it to drive informed decision making. Utilizing a modern and flexible platform that integrates data, process, mobility, social collaboration and content management is the key to accelerating intelligent decisions and turning them into rapid action for successful case resolutions.

Partner with Appian to make your vision a reality. Learn more at www.appian.com.

About Appian

As the market leader in modern Business Process Management (BPM) and Case Management software, Appian delivers an enterprise application platform that unites users with all their data, processes, and collaborations—in one environment, on any mobile device, through a simple social interface. On-premise and in the cloud, Appian is the fastest way to deliver innovative business applications. For more information, visit www.appian.com.