



**Gearing up for
health care EDI,
contract signed
with consortium**

Of the 1.6 billion medical insurance claims that are generated annually in the U.S., almost 1 billion are from physicians, dentists, and hospitals. This avalanche of paper costs an estimated \$3.5 billion in handling costs.

With each claim costing insurance providers about \$2 to process manually--versus about half that amount electronically--there is a growing demand for Electronic Media Claims (EMC) in the medical field.

To pursue those opportunities, GE Information Services Company's Marketing & U.S. Sales Operation created a marketing team within Dave Foster's Focused Business Operation, headed by Bob Streight.

The GEISCO Health Care EDI group is focusing on providing a teleprocessing link between health care providers such as hospitals and physicians and insurance companies. This focused business operation also will work closely with system vendors who supply the provider system--the hardware and software to incorporate a link to the GEISCO network.

"As a third-party provider, with our value-added network, we currently have no competitors in this market," said Health Care EDI Manager Bob Streight.

Streight said Easy*claim, a pioneering endeavor between GEISCO and Blue Shield, was only marginally successful because "we were tied to the efforts of one system vendor and that vendor had a very small market share." Now the approach is to induce a large number of systems vendors to add electronic claims capability to their applications software.

The National Electronic Information Company (NEIC) is GEISCO's first EMC*Express (the prototype trade name for GEISCO's medical EDI business) client. This medical claims clearinghouse, created by eleven insurance companies, was impressed with EMC*Express's current capability to process physicians' claims and GEISCO's active program with system vendors.

300 hospitals now
transmit claims
to MARK 3000

On June 24, some 300 NEIC hospitals began transmitting electronic claims to MARK 3000, where they are sorted, edited and then distributed to 24 insurance companies.

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Streight says NEIC is the start of something big.

"Some of the biggest insurers and other potential clients in the market have been receptive to meeting with us," he said.

By the end of the year it is expected that GEISCO will be interchanging claims for four hundred hospitals and forty insurers. A number of follow-on applications are under development, which will allow physicians who link to EMC*Express to order supplies and access health care databases.

"We were chosen by NEIC because we speak their language, understand their problems, and have a section focused on health care EDI needs," Streight said.

"What's significant about the NEIC victory is that GEISCO won the contract in the face of competition from all of the major network vendors--and there was an entrenched competitor," Streight said. "The consortium of insurance companies felt that our focus on health care and EDI capabilities distinguished us from the competition."

Reports of MARK*NET
de-emphasis false,
deployment outlined

A published report that GEISCO plans to de-emphasize MARK*NET as part of the recent restructuring could not be further from the truth, says Jim McNerney, Sr. VP, Marketing & U.S. Sales Operations.

McNerney responded to an erroneous article in the June issue of Data Communications magazine by writing the editor a strongly worded rebuttal.

Requesting a retraction in the next issue of the magazine, he says the sharpened GEISCO business focus leverages the worldwide MARK*NET Service to focus on selected cross industry, communication-intensive, application arenas.

"Coverage, quality, security and functionality of MARK*NET Service is the cornerstone of this evolving business focus." McNerney says.

The letter noted planned and completed MARK*NET enhancements, cited increasing client utilization of GEISCO's value-added network, and pointed out a recent issue of GEISCO's marketing publication, Leader (OLOS 301.42), which is devoted to applied telecommunication.

Leader opens with an editorial by McNerney describing how GEISCO is sharpening its business focus. It includes articles on trends

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driving the marketplace, case studies on clients' creative uses of VAN services, and forecasts by industry observers that GEISCO will be among five "master network" service providers that will dominate the marketplace in the long term.

A joint QUIK-COMM message to field sales from John Sidgmore, VP & General Manager, U.S. Sales & Service Operation, and Ruann Pengov, VP & General Manager, Business Communications Operation, further underlines the company's support of MARK*NET.

marketing package,
deployment plans
outlined

"Continue to aggressively sell VAN," they said. "Keep in mind that our strategy is to use VAN to help gain entry/penetrate accounts where we can sell applications."

The message indicates two points needing some clarification--the marketing packaging for the network--and the physical deployment of the network:

MARKETING PACKAGE--GEISCO network capabilities are packaged in different ways to support market needs:

1. Network-only products (VAN/MARK*NET)

- Asynchronous communications at speeds of 300-1200 bps, including async/3270 BSC protocol conversion.
- 3270 BSC communications at speeds of 1200-9600 bps.
- X.25 Host-to-Host services. (1986 availability)

2. Applications Products (where processing and GEISCO Network capabilities are packaged together to provide a product to the customer).

PHYSICAL NETWORK DEPLOYMENT--By the end of 1985 GEISCO will have three networks to support various applications in the network based services business:

- MARK III Network, put in place over the past 15 years to support Remote Computing Services businesses and recently extended to support VAN services.
- GE Information Services SNA Network consisting of remotely deployed (five U.S. cities) 37XX boxes specifically designed to support "plain vanilla" IBM protocols.
- X.25 (Network), dedicated X.25 Services, consisting of remotely deployed X.25 packet switches which support the International X.25 standard. This network is to be deployed in

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ten U.S. cities. The network will be available for Beta test early in 1986 and commercial release in the second quarter of 1986.

Plans are currently underway to integrate these networks into one unified network capability to support GEISCO applications focus-- where it makes sense from a functionality, performance, and cost point of view.

New IBM course
available in Sept.

Educational Services' IBM Systems Group provides training to GEISCO employees on all aspects of IBM technology. Using a combination of classroom instruction and Computer Based Training (CBT), this groups maintains a curriculum that consists of courses ranging from the bare essentials of the IBM world to such technical topics as CICS Command Level Programming.

For those employees who are new to the IBM environment, their training should begin with a three-part series of CBT courses:

1. IBM Hardware and Software
2. IBM Communications Concepts
3. MARK 3000 Overview

On completion of these courses, the student is then ready to attend a two-day classroom seminar, "Understanding the IBM Environment," which is now being developed and will be available in September.

This course covers material such as the IBM marketplace, IBM and GEISCO capabilities in particular businesses and application areas, SNA connectivity, application models, success stories and MARK 3000 pricing information. The student also participates in a case study.

For more technical students, much of the IBM training is presented through CBT. This method allows employees to take the necessary training in a timely manner, as well as gaining practice using the simulated on-line systems. Currently there are 43 courses available on CBT, ranging from computer languages (FORTRAN, PL/I, etc.) and database management systems (IMS, FOCUS, etc.) to transaction processors (CICS, IMS/DC).

There are several sources for additional information on current IBM training courses available. The 1985 Catalog of Training programs is available through OLOS (#4001.12). This catalog contains descriptions of all the programs currently offered by Education Services. On DY28, the file TRAIN* contains the schedule of current classroom courses. Finally, by entering the

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following command from any valid MARK 3000 user number, you can receive a copy of the current CBT Handbook:

EX 'SYS8.COURSE.CLIST(CBT)'

If these sources do not answer your questions about IBM training programs, or if you're interested in training opportunities from outside vendors, contact Stan Zawrotny, Manager, IBM and SDC Training, at Dial Comm *8 273-5953 or QUIK-COMM: IBMT.

**Network Consultants
agreement signed**

GEISCO and MTech have signed a definitive agreement for the sale of Network Consultants. MTech is a subsidiary of MCorp, the 22nd largest bank holding company in the United States.

The closing awaits approval of the Federal Reserve Board--an action that could take 30-60 days.

**QUIK-GRAM set for
commercialization
in third quarter**

Business Communication Operation (formerly OCO and Enhanced Communication) is preparing to commercialize a new value-added product to the QUIK-COMM electronic mailbox service.

This new product, called QUIK-GRAM, enables QUIK-COMM users to communicate with virtually anyone having a U.S. postal address.

Messages are transmitted electronically to remote print sites close to the addressee. Here, they are printed in a telegraphic style (all upper case) and delivered via the U.S. Postal Service. Messages are printed on specially designed QUIK-GRAM stationery and placed on distinctive QUIK-GRAM envelopes for next day mail delivery.

Typical uses of QUIK-GRAM will be business communication directed to consumers or to other businesses not capable of receiving "true" electronic mail. Examples of likely QUIK-GRAM applications are collection notices to past-due accounts, customer service responses, shipping notices, and sales promotions.

QUIK-GRAM will be commercialized in the third quarter. For more information about the product, contact Bill Beckley at 8* 279-5605 or QUIK-COMM: BILLB.

**Save operating
costs when using
QUIK-COMM system**

The QUIK-COMM System is clearly an effective tool for reducing the time it takes to communicate in writing. It eliminates the need to have documents typed, re-typed, copied and then mailed (often we can't be sure when the Post Office will get it there).

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However, its ease of use and speed has led to substantial growth and load on the internal system, with a resulting cost impact. The good news is that there are ways to reduce those costs without sacrificing the convenience that QUIK-COMM offers:

- Use PC Mailbox to create and edit your documents off line. PC Mailbox can be ordered by the normal Materials Request routine. While it costs \$110, it will pay for itself in about 22 hours of creating QUIK-COMM messages during prime time.
- Macintosh users will be able to use DealerTalk, which will be available by August, to create and edit documents off line.
- Don't use QUIK-COMM to send huge documents. There have been cases where 40-to-50-page documents have been distributed to numerous addressees.
- Resist the tendency to document everything.
- Keep the distribution list small. Don't copy the world. During the last three months, over 800 million characters per month have been transmitted, mainly due to large distribution lists.
- Release old QUIK-COMM input files.

Taking these steps to reduce QUIK-COMM load on MARK III is a painless way of reducing GEISCO's cost of doing business. Please use QUIK-COMM prudently and encourage your direct reports to do the same.

GE manager,
others say
manipulation
a risky practice

In the popular book "The One Minute Manager," authors Blanchard and Johnson define manipulation as "...getting people to do something they are either not aware of or don't agree to."

Eugene Andrews, manager of executive education at General Electric's Management Development Institute says:

"Manipulation is a one-way street: You exact--you do not give anything, or what you give is phony. The manipulator uses as a lure something the individual doesn't really need, or creates false expectations. For example, he knows that the individual can't go anywhere, but he holds out bait in the form of a promotion that will never materialize."

In a recent issue of the Wall St. Journal, columnists Feinberg and Levenstein say there is a big difference in managers who motivate or formulate strategy, and in those who manipulate.

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It is not always manipulative to create conditions from which desired results are bound to follow. For example, installing a time clock to ensure punctuality is not manipulation, because there is nothing devious or deceptive about the intention.

Nor should a resort to strategy necessarily be confused with manipulation, say the writers. There are times when the parties are admittedly adversaries. Two chess masters facing each other across the board are not manipulators but strategists--that is, they are frank about their basic objective. So long as they carry out their confrontation with due respect for the rules of the game, they are not manipulators.

Feinberg and Levenstein follow with a set of rules that motivators observe and manipulators tend to violate:

- Rely on arguments and reasons that you yourself believe. Unfortunately, the manipulator, knowing his behavior is devious, finds it easy to rationalize. He covers his ethical nakedness by reassuring himself that, despite, the odds, things will somehow turn out for the best.

For example, in forcing a subordinate to uproot his family and move to a new location, the manipulator convinces himself (but not his subordinate) that "after a year he won't mind it any more."

Or the deception is justified "as a white lie that will avoid hard feelings." Often, it's a self-serving effort to avoid confrontation when open disagreement would be the healthier approach.

One seasoned executive claims that this tendency is found among younger managers who think it's the easiest way out. "They believe their manipulation will go undetected, but it's usually as obvious as a fire siren at three in the morning."

- Whenever possible, give people options, not orders. Even though you retain authority to determine the ultimate result, subordinates are entitled to be heard on matters that affect their well-being.

The manipulator is recognizable from his practice of rushing others into quick decisions; the motivator allows an opportunity to think things through. This involves presenting a frank picture of all the relevant facts.

- Respect confidences. The temptation to violate confidentiality is often great. Being privy to what lies hidden in somebody's

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closet gives power over that person, as blackmailers well know. But to yield to the temptation is always unethical and usually self-defeating. It will cut off the flow of information every executive needs to make sound decisions and will undermine the trust of peers and subordinates.

- Think in terms of building permanent relationships. This requires looking beyond the immediate situation and understanding your personal style in relationships with others. Do you consider other people inanimate objects, tools that exist solely for the accomplishment of your objectives? Or do you recognize that they are entitled to have purposes and needs of their own?

Updated your beneficiary lately?

Is your employee benefits file up to date in terms of a designated beneficiary or beneficiaries?

Many employees neglect to make changes after a marriage, divorce, death or other significant event, and it's each individual's responsibility to do so. Contact your Employee Relations representative to make an update.

A reader writes

Steve Korn, Manager of Product Marketing in Information Management Marketing, wrote in response to the first quarter financial results printed in the April 19 issue of MGR:

"While the first quarter financial results were not good, I must tell you that I applaud the way you presented them. You emphasized SALES in your communication versus REVENUE. In the past, GEISCO never spoke of SALES, only REVENUE. The difference in my mind--and this is subtle--is that SALES ARE EARNED EACH AND EVERY QUARTER, while revenue is something you're entitled to such as recurring insurance premiums, government revenue as in the IRS, etc. But we must earn our SALES in the marketplace.

"Thanks for the needed change in presentation and orientation. Keep up the good work with MGR."

Talk to Us

This is your publication and we'd like it to be interactive. We welcome contributions, suggestions and comments. Please contact MGR editor Spence Carter at DIAL COMM 273-4048, QUIK-COMM: SPENCE or write Employee Communication, GE Information Services Co., 401 N. Washington St., Rockville, MD 20850. Thanks.



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