

Healthcare

# Case Study Improving the Healthcare Appeals Experience Through RPA

## Customer

Major U.S. health care coverage administrator

## Problem

When members submit a policy complaint or want to appeal a decision, one of several teams must review the case. Appeals are requested via email, fax, phone or through a web form. Information, including member name and complaint type, must be manually entered to start the appeal process. That's time- and labor-intensive, and prone to errors — and any slowdown of an appeal can cost significant time and money.

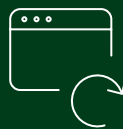
## Solution

The operations team at the company used WorkFusion Smart Process Automation to transform a completely manual process into

## Automation

85%

SPA reduced manual work by 85%



an automated workflow. First, SPA extracts data from emails using robotics and OCR, and then uses machine learning models to classify and route requests into queues. Efficiency plus accuracy is achieved via an exception-handling workflow that includes a human-in-the-loop step for anything the bots are initially unable to process, such as handwriting.

## Accuracy

99%

Time stamp & other data extracted at a 99% accuracy rate



## Benefits

Using SPA to automate 85 percent of the full workflow improves the customer experience because automating classification saves time and money, prevents misdirection and reduces human error. Intelligent Automation also improves routing accuracy, sending the right data to the right queue, the first time.

# Improving the Healthcare Appeals Experience Through RPA

## Before



Member submitted complaint or request for appeal via mail, fax or through a web form



Employee read and reviewed all associated documents



Employee keyed data into several systems



Employee routed case to the correct team for evaluation

## After



### RPA Bot + OCR

open and digitize emails and all associated attachments received via email, fax or form



### Cognitive Bot + Manual Transcription

- detect handwriting
- transcribe any handwritten text manually



### Cognitive Bots

extract key information



### RPA Bot

sends data to management system, creates record and routes to correct team for decision

## Results

- SPA reduced manual work by **85%** across the process end-to-end, from data extraction to policy decision
- Time stamp and other data extracted at a **99%** accuracy rate, up from **62%**
- Average routing time cut from **15 minutes** to **3 minutes**

WorkFusion's AI-driven RPA software creates and manages software robots for knowledge work. Built for data-first companies, its products automate business processes by combining AI, RPA and people in one intuitive platform. Top enterprises choose WorkFusion to reduce their cost of doing business and to use AI to overcome the complexity of scaling operations.

For more information, visit [workfusion.com](https://workfusion.com) or email [learn@workfusion.com](mailto:learn@workfusion.com)

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