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 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.

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.
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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.

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