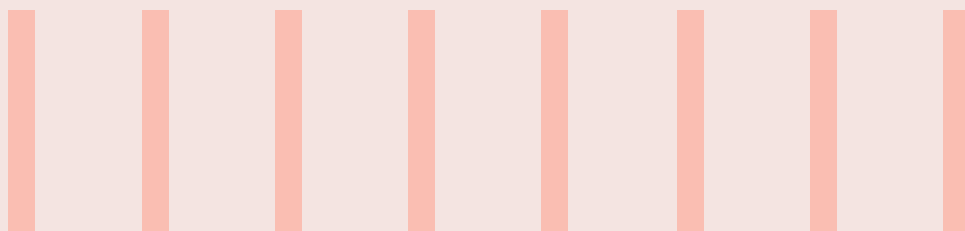# $1 MN SAVINGS DELIVERED WITH CARE, COMPASSION AND AUTOMATION

How a leading healthcare insurer simplified access to primary care providers for its members using automation to acheive seamless care continuity

## Abstract

A leading US healthcare insurer expanding rapidly into new markets found that its time-consuming manual processes, unable to scale in pace with its growth, were beginning to seriously impact member experience. This case details how Infosys BPM helped the organization completely reimagine its processes for assigning primary care providers (PCP) to members, with its scalable, automated solution eliminating 95% manual effort, improving accuracy and compliance, delivering $1 Mn annual savings, and greatly enhancing member experience.

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## An update a day, keeps the doctor away

Philip Ramanan is a Program Manager at a leading healthcare services organization that manages member enrolment, provider assignments, and claims management across multiple states in the U.S. When Philip joined the insurer, he had been handed oversight over its provider assignment operations and tasked with ensuring seamless provider access for every enrolled member.

The organization used a manual and labour-intensive process to assign primary care providers (PCP) to members, to serve as a central point of contact for all their medical needs. But because the organization had a huge inventory of suitable medical practitioners to be selected from, Philip saw his staff struggling to keep pace with the repetitive and time-consuming updates that needed to be made to the assignments whenever physicians or members moved locations. These updates to the organization's

healthcare provider inventory relied heavily on subject matter experts (SMEs) manually downloading, validating, and updating system records, making the process slow and error prone. Thus, there were frequent delays, and the resulting backlogs left enrolled members temporarily unassigned to healthcare providers thus delaying access to the care they needed.

To add to Philip's woes, the organization's healthcare network was expanding rapidly across states. Along with rising enrolments, physician movements were rising as well. Thus, the workload on Philip's staff only intensified exponentially. With each day that passed, the inconsistent updates and data inaccuracies to the inventory not only increased the risks of member dissatisfaction but also the possibility of delayed or incorrect provider assignments impacting regulatory compliance.

Philip considered hiring additional resources but finally concluded that the manual process could no longer be scaled without posing even more serious risks to service quality and compliance. He was left with no other option but to seek automation solutions capable of resolving the operational bottlenecks with speed, accuracy, and scalability. Fortunately, the organization already had a partnership with a vendor who could more than adequately handle the challenge. Since 2020, Infosys BPM had been providing operational support for enrolment processing and claims management, and Philip was aware of the company's expertise in providing automated solutions. Soon he was on the phone with Ramya De, Infosys BPM's account manager explaining his challenges with provider assignments and mandating her and her digital automation team to reimagine the entire process.
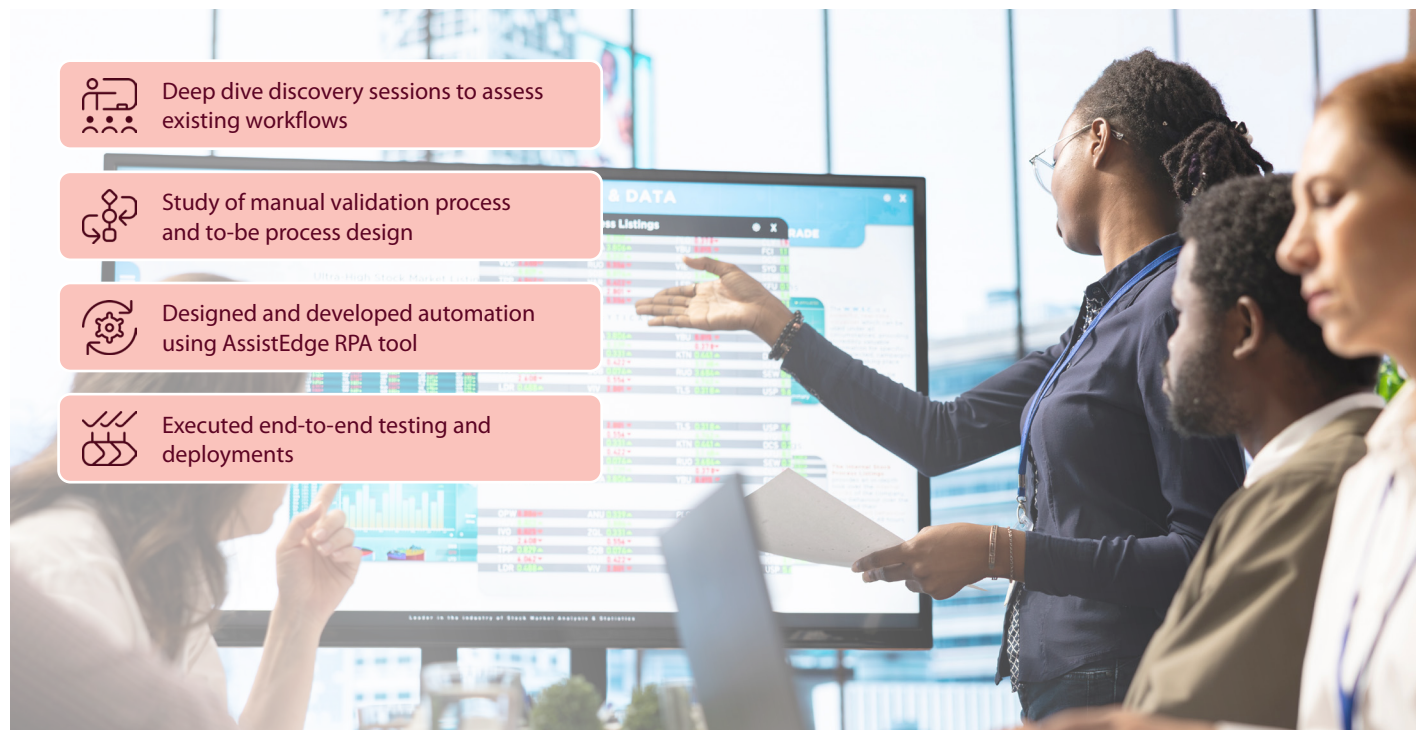
## Popping the automation pill

Ramya's digital automation team initiated the project by first orchestrating detailed workshops involving SMEs and client operations teams to map the existing provider assignment processes and validation rules. Based on their findings from these workshops, they began work on a comprehensive automation framework to digitize and accelerate these processes. Then they designed an automation solution using Infosys' AssistEdge robotic process automation tool that could extract the details of enrolled members, validate them, map their PCP assignments, and update system records.

## Approach summary



- Deep dive discovery sessions to assess existing workflows
- Study of manual validation process and to-be process design
- Designed and developed automation using AssistEdge RPA tool
- Executed end-to-end testing and deployments

While designing the solution, Ramya and her team ensured that it could handle the organization's huge inventory for provider assignments. Also, Philip had briefed Ramya on the organizations key concern around automation, namely data security and compliance to ensure that members' Protected Health Information (PHI) remained secure throughout the process. To mitigate this concern, Ramya ensured that the automation development and deployment were executed inside the organization's secure network. Further, she applied post-processing and data masking protocols to safeguard the PHI, also instituting continuous monitoring and audit trails to ensure adherence to HIPAA standards.

Once built, the solution integrated several legacy systems to seamlessly update records across states, with very minimal manual intervention required. Next, Ramya directed her team to carry out rigorous testing to ensure the automation's accuracy and compliance. Once both Philip and Ramya were satisfied with the solution's robustness, they deployed it into production and were happy to note that it caused zero disruption to the ongoing operations.

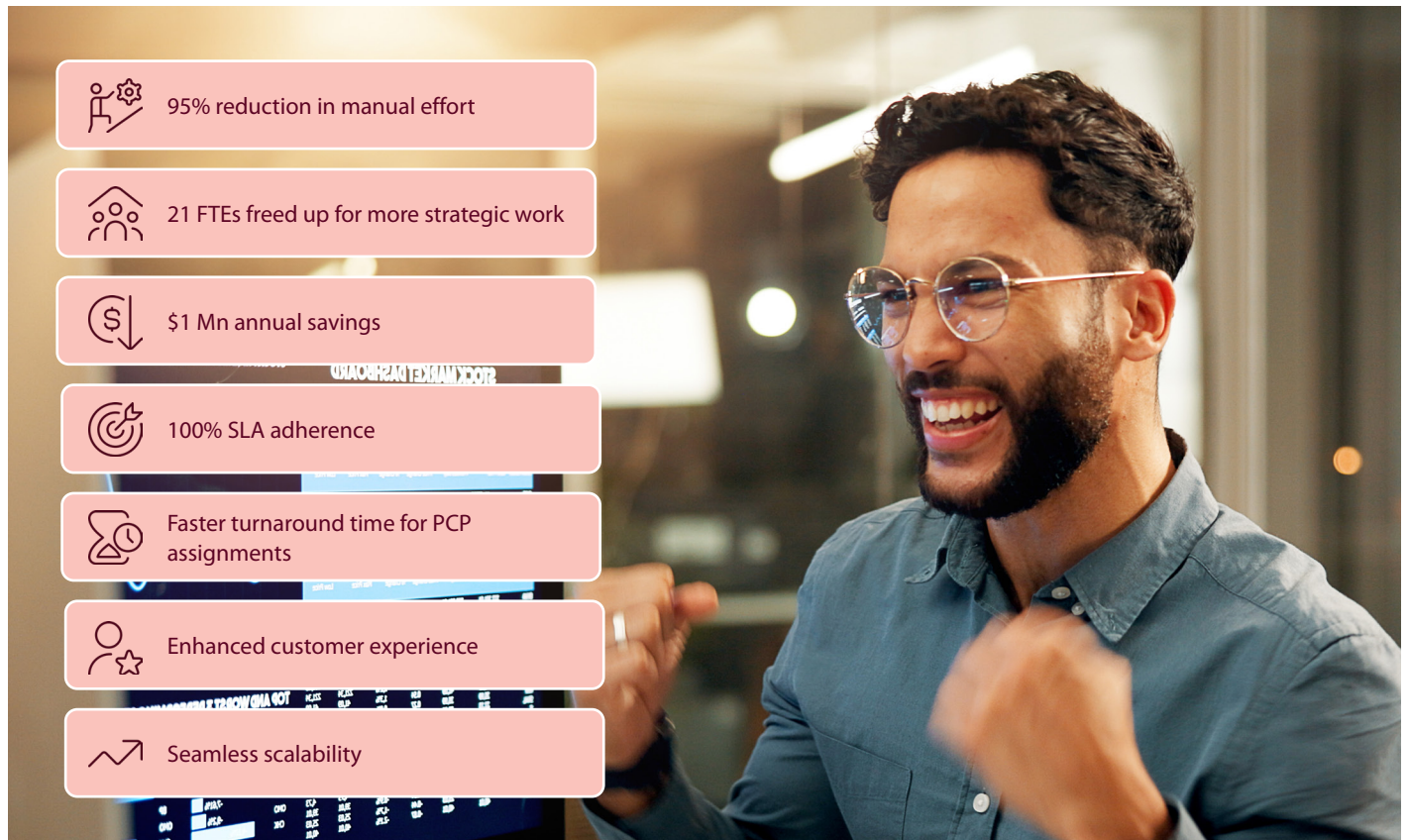## A cure with good side-effects

Philip was delighted with how Ramya's bot driven solution processed updates round the clock, helping his team to achieve a 100% adherence to service level agreements. Now, not only did he not require additional staffing, with the bot helping to reduce manual effort by 95%, he was able to free up 21 of his staff for more strategic and analytical work.

## Key benefits



- 95% reduction in manual effort
- 21 FTEs freed up for more strategic work
- $1 Mn annual savings
- 100% SLA adherence
- Faster turnaround time for PCP assignments
- Enhanced customer experience
- Seamless scalability

Apart from the $1 Mn annual savings he realized through the bot, Philip was even more impressed by the seamless scalability of the solution. As the organization expanded, Ramya and her team were able to extend their solution's deployment to five new states with minimal configuration changes.

Over time, the operation excellence engendered by the solution ensured that new members were connected with their primary care providers faster and existing assignments remained accurate. With the earlier service delays soon forgotten, enrolled members were soon receiving timely and accurate provider access which greatly enhanced their overall experience.

In the end, Philip's bet on automation and Ramya and her team's flawless execution delivered. The end-to-end transformation of the earlier manual, error-prone workflow to an automated, scalable model strengthened the organization's operational agility and enhanced member satisfaction. For Philip, the icing on the cake was yet to come. The success of his automation initiative was not only recognized internally but also earned him industry recognition, winning a prestigious automation award for innovation and impact in healthcare operations.

*Names have been altered to preserve the identities of the people involved.*

For more information, contact infosysbpm@infosys.com

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