



How Process Automation is Improving Profitability at a Health Insurance Broker

DIGITAL TRANSFORMATION OF APPLICATION PROCESSING

Health Insurance applications require data to be collected from the applicant, an insurance application to be filled out and then submitted to the underwriter.

The conventional approach is for the broker agent to collect hundreds of responses from the applicant against queries from the insurance company. These answers are then entered into the application form which is unique to each insurance provider. So, Prudential may have its own form, AIG has another form, Banner has third form and so on.

A rapidly growing health insurance broker came to ARDEM with this opportunity. Their customer service representatives were collecting the information over the telephone from the applicant. Then they were taking the collected information and placing it in the correct places on the insurance application form. After that another person would review the completed application form and determine if all the required information had been provided on the application form and had the application been completed correctly. Then they were sending the application to the insurance provider. This was being done daily for 10-15 different insurance providers and a total count of 200-300 applications for health insurance from these different providers.

Key Benefits

- Increased flexibility
- Lowered costs
- Increased Turnaround Time

CHALLENGES OF APPLICATION PROCESSING

- GDPR and HIPPA Compliance and Security Regulations
 - ⇒ Compliance and regulations for sensitive data are always changing in the healthcare industry.
- Errors and Discrepancies
 - ⇒ Errors slow down cycle time and increase the effort needed to fix applications.
- Slow Turnaround Time
 - ⇒ Application processing can take an average of 3 weeks— efficiency is key to success

The existing process presented many opportunities for improvement.

The first 20-30% of cost reduction came simply from outsourcing the complete process. By dedicating a qualified team and standardizing the process for each application type the processing could be done in a more efficient manner. Work instructions were defined, some manual tasks such as signature insertion was digitized, and, quality checking became more rigorous.

And, an additional 30-40% of cost reduction came through use of process automation. Information collected by customer representatives over the phone could be directly mapped to insurance provider applications. **Use of capture along with RPA technologies** allowed **ARDEM** to automate the rule-based edit functions. Such process automation not only decreased the processing costs but also allowed for higher accuracy and a faster throughput cycle time.

What had originally started at 30-40 minutes to process an application was now taking 5-10 minutes of effort. Lower processing cost, faster cycle time and higher accuracy all contributing to higher profitability at the health insurance broker.



Automation improves business by improving cost effectiveness, productivity, scalability, quality, and overall performance. Rather than a fix to your current challenges, outsourcing process automation becomes your solution to growth and success.

About ARDEM Incorporated

ARDEM Incorporated delivers success companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.

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