



Enrollment 360 Digitized Solution

Life Sciences & Healthcare



The enrollment and case installation processes prevalent at many US healthcare payers today have gotten complex, leading to time-consuming, expensive processing of applications. Payers, seeking to boost operating efficiency and lower administrative costs, are integrating their front- and back-office systems and enhancing the accuracy of application data. Doing so is imperative for payers, who have to address growing customer demands for better value and service in a competitive marketplace that increasingly offers more choice. In this context, Payers effectively leverage automation and other digital technologies, and standardize workflows, in order to attract and retain customers.

Tata Consultancy Services' (TCS') Enrollment 360 Digitized Solution harnesses the power of TCS' Data Integrator Solution, Intelligent Character Recognition (ICR), Artificial Intelligence, Machine Learning, and Robotic Process Automation (RPA) technologies, to collect accurate data from multiple sources, then process and convert the data into appropriate formats for robust regulatory compliance, and faster, cost-efficient enrollment.

Overview

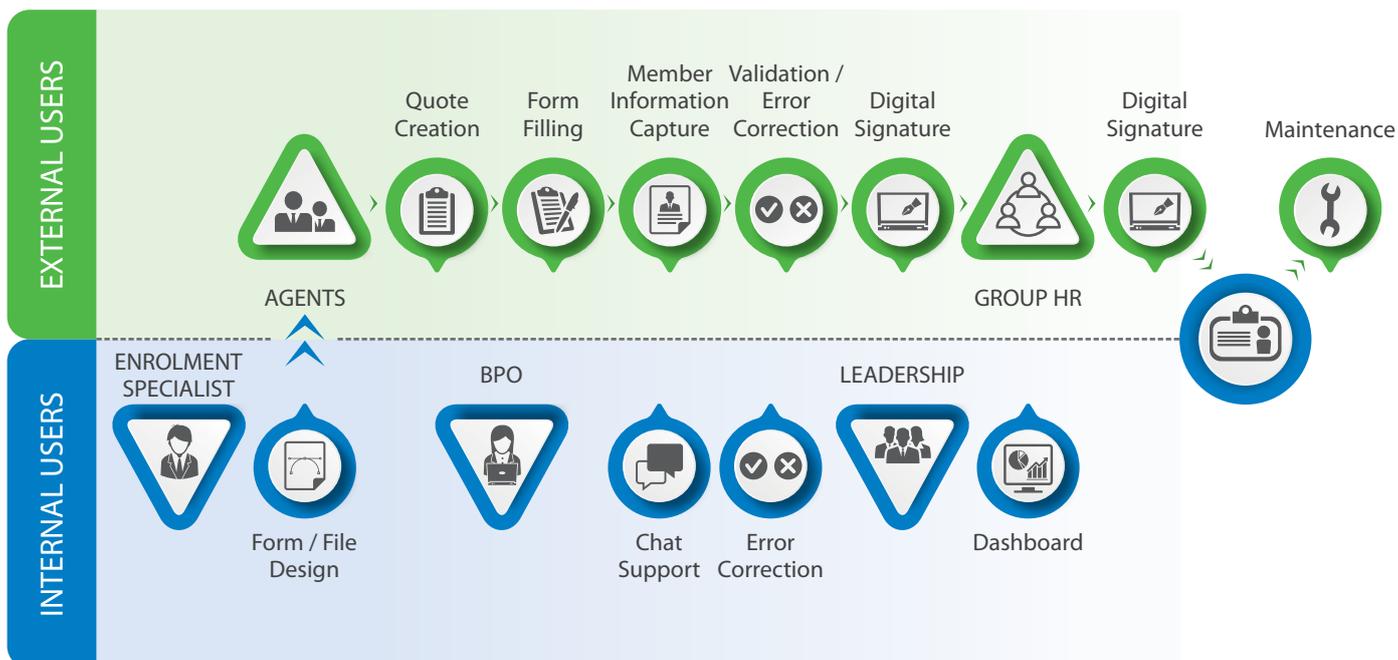
The member enrollment and case installation processes across the US healthcare payer landscape are hindered by manual workflows and inaccurate data collection. This leads to an increased 'Quote-to-Card' cycle time, delayed and incorrect claims processing, and more customer appeals and complaints. Many organizations continue to rely on spreadsheets and paper forms to manually enter data and manage enrollments. The lack of integration between disparate siloed systems means that enterprise users struggle to swiftly track the status of individual applications. The on-boarding process is further delayed by the submission of incomplete applications that require follow-ups with third-party administrators and other stakeholders, as well as file revisions.

TCS' Enrollment 360 Digitized Solution fosters quick and efficient enrollment by capturing correct information from various sources of structured and unstructured data, such as paper forms and electronic attachments. The offering also provisions a standardized workflow tool for enterprise users to track the end-to-end process flow details.

Our Solution

Key components of the solution include:

- **Data Integrator:** All the electronic member data that comes in from various sources and from the ICR is processed via Data Integrator. This tool validates data and enriches it/enhances the quality by scrubber and converts it to the target format. The interface allows businesses to configure screens on the fly based on the product and state variation, which will enable a self-service option for agents and groups to capture their data and employee data. It also allows them to correct the data if it's been errored.
- **Intelligent Character Recognition (ICR):** An ICR module reads all the data, rectified and validated by data entry associates. The updated, approved data is then processed by an Artificial Intelligence Machine Learning (AI & ML) algorithm to ensure correct conversions.
- **Robotic Process Automation (RPA):** Following completion of data conversion, RPA bots update the case installation screens of the target platform. Data-related errors are emailed to the associates and tracked via the workflow tool till closure.



Benefits

By adopting TCS' Enrollment 360 Digitized solution, healthcare payers can reap the following benefits:

- **Reduced Quote-to-Card cycle time:** Ensure convenient and secure on-boarding, and shorten the cycle time for issuing enrollment cards from as long as 21 days to between 5 and 7 days.
- **Higher operational efficiency:** Reduce member enrollment costs by automating capture and loading of data across different groups, cases and members, and spanning various file formats including paper, fax, Web, and email; handle larger data volumes smoothly, especially during the open enrollment period. Boost operational efficiency by as much as 45%
- **Enhanced customer satisfaction:** Improve workflow transparency by gaining end-to-end visibility from pre-enrollment through enrollment; minimize member complaints by collecting and processing accurate data
- **Reduced errors:** Data Integrator will allow groups and third party users a self-service capability to login, upload the file on their own, correct errors, and submit. This helps reduce Pend Errors.
- **Faster ROI:** Achieve return on investment within the same year

The TCS Advantage

By partnering with us, organizations can leverage the following differentiators:

- **Extensive partnerships:** We have built in-depth alliances with leading technology vendors to develop next-generation solutions for healthcare payers. Our Enrollment 360 Digitized Solution is a turnkey offering that can be effortlessly integrated with existing enterprise assets.
- **Collaborative approach:** TCS' offerings are rooted in co-ideating with our clients to design and implement customized applications that help them achieve their business goals. Rather than adopting a transactional model, we believe in delivering flexible, scalable solutions that help payers accelerate transaction processing during the enrollment lifecycle.
- **Domain expertise:** Our subject matter experts have a proven track record of executing complex assignments for many healthcare insurers in advanced countries. TCS' unique approach toward synergizing IT and BPO services, underpinned by our ValueBPS™ methodology, allows our clients to enhance operational efficiency, and member retention and satisfaction.

Awards & Recognition



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