



The Magic Formula of Automation

The Attraction of Automation (and the Challenge)

Today's businesses and customers require fast-paced solutions and streamlined automation processes to reduce costs and improve accuracy; health benefits are no exception. Across the industry, Wellcove has seen many TPAs target time-consuming processes like claims review and underwriting for automation with limited success.

The attraction of automation:



Reduces errors



Improves
turnaround times



Offers
scalability



Replaces subjectivity
with objectivity

Many of the claims Wellcove processes are standard. However, long-term care (LTC) claims require a different approach.

We challenged ourselves to find nuanced solutions that use automation the smart way by asking the questions:

- When do you keep it manual?
- When do you automate?
- Can machine learning technology be applied anywhere?

And after extensive research, we're proud to say that we've found the magic formula.

All Claims Are Not Equal

LTC claims are not simple. Historically, 100% of submissions required hands-on processing, and the average timeframe to process LTC claims is 15–20 days. Receipts for service are in a myriad of formats, sometimes even handwritten. Claimants often file incorrectly or omit information, causing further delays.

Initially, we believed the key to automation was digitizing the invoices and reimbursement requests. However, we learned digitizing varying formats and extracting relevant data was too costly and had a low success rate. By fully digitizing, we limited what we could do by solely relying on technology that wasn't fully developed.

Get Into the Minutia

The next step was to see if some sort of combination of automation and manual labor would work. So, we took a step back and asked ourselves, can this step be done by less experienced and less costly staff members?

We found that, sometimes, the answer is hidden within the minutia. You don't need to replace every step in the process with automation. When working with LTC claims, which are ongoing, it's paramount to be exacting with the information being entered and the attention being rendered to each account. The approach needs to cover every base.

Acting on those findings, we replaced certain steps with automation to accelerate processing and integrate data, all while establishing system-to-system relationships.



The Results

Wellcove has mastered a clear and definite strategy to consume digital invoices through electronic visit verification (EVV), facility validation, customer portals, and other upcoming resources. With our operation, **30%+ of claims are now processed faster and no longer require reviews.** Moving forward, we'll continue to lead the way by employing creative ways to administer LTC claims.

Automation is not a one-and-done process. We're applying what we learn along the way to drive continuous improvements. We pride ourselves on bringing technology to markets that don't have the same industry knowledge or creative solutions we have. Our automation blend is one of the many examples of what we do to leverage consistent processes that deliver real results.

Contact us today.

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