

Deploy classification algorithm and train ML model for health data



Customer Service

Leading US health insurer

70-95%
cut in turnaround time



Goals

- Tackle the growing volume and complexity of incoming patient documents.
- Classify 160 million pages of customer content per year.
- Identify urgent appeals and grievances and prioritise their turnaround.
- Improve accuracy and reduce costs.

Solution

- Document scanning using OCR and ICR technologies.
- Machine learning solution to identify urgent documents by keywords, with exception handling through human operators.
- Digital workflow to split, sort, categorise and index all documents for further processing.
- Separate queue for rapid processing of urgent appeals and grievances.

Results

- Turnaround time (TAT) for urgent appeals and grievances cut from 24 hours down to four.
- TAT for faxed medical documents down from 12 hours to just 30 minutes.
- Lower direct costs, with material further cost savings from downstream processing efficiencies.