



**CLEVELAND**

**AASCIF 2019**

**July 21-24, 2019**


HILTON CLEVELAND DOWNTOWN  
CLEVELAND, OHIO

**Increasing Efficiency, Productivity & Quality through Technology**


Session 1: Integrations & Data

**#AASCIFconf2019**


## Your Presenters Today




**Rebecca Morgan**




Senior Director,  
Product Management  
Mitchell International



**Shadya Yazback**



Specialist Leader,  
Human Services Transformation  
Deloitte Consulting LLP



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## Today's Sessions



- Session 1: Establishing the foundation
- Session 2: Transforming customer service & the way work is done

### What's your starting point?



Technology



Data



Processes



Culture



Customers

3

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## Integrations

4

## Harness the Power of Perspective through integration



### Smarter Solutions

Automate expertise to facilitate better decision making



### Streamlined IT Investment

Lower total cost of ownership



### Enhanced User Experience

Simplify the decision-making process



### Optimized Workflow

Reduce the number of claim touchpoints



### Advanced Reporting & Analytics

Improve program performance



### Accelerated Implementation

Exchange data through proven technology

5

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## Integration Pipe



### Ad-Hoc



- Monolithic
- Inflexible
- Changes require system down time
- Difficult to diagnose & fix issues

### Architected



- Agile
- Adaptable
- Modular
- Changes don't always require downtime

6

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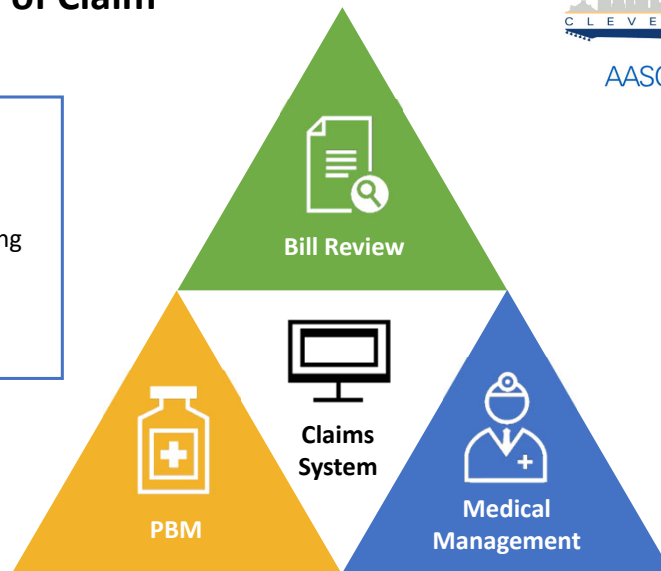
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## Case Study: Unified View of Claim



### Benefits

- Improved automation
- Straight-through processing
- Better clinical control
- Minimizes leakage



7

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## Advanced Integrations



### Single Unified Work-View



**Claim  
Synchronization**



**Single Sign-On**



**Payment  
Recommendation  
Feed**

8

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## Steps to Success: Technical Perspective



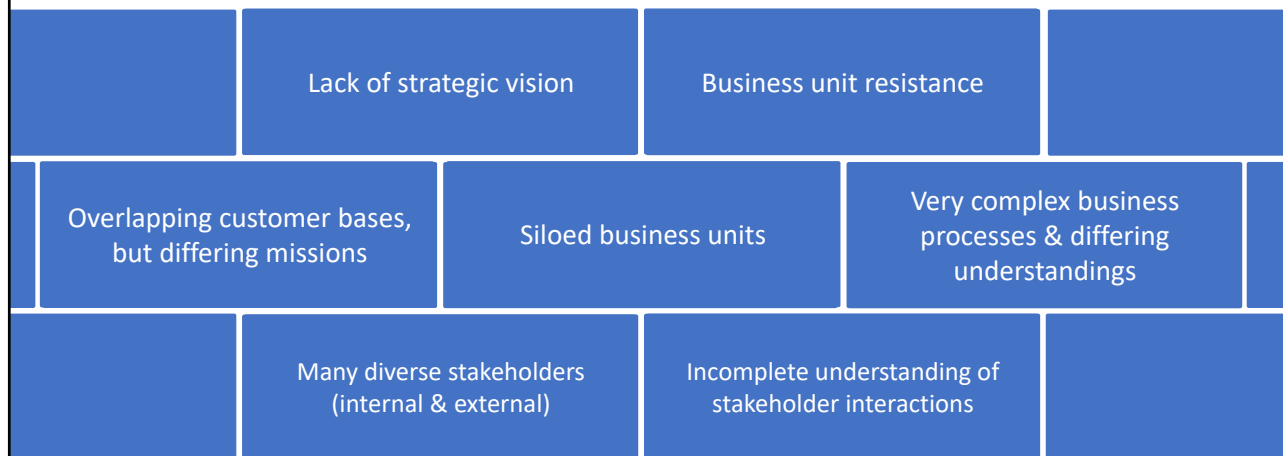
- ☒ Minimizing data integration points
- ☒ Monitoring in place
- ☒ Real-time data exchange
- ☒ Combined view of data

9

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## Integration Challenges: Business Perspective



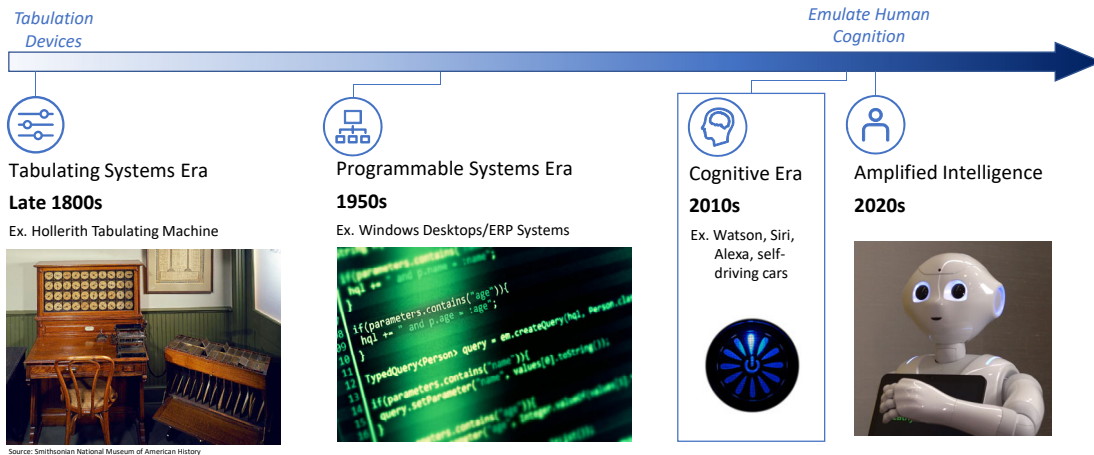
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## Evolution of Enterprise Intelligence

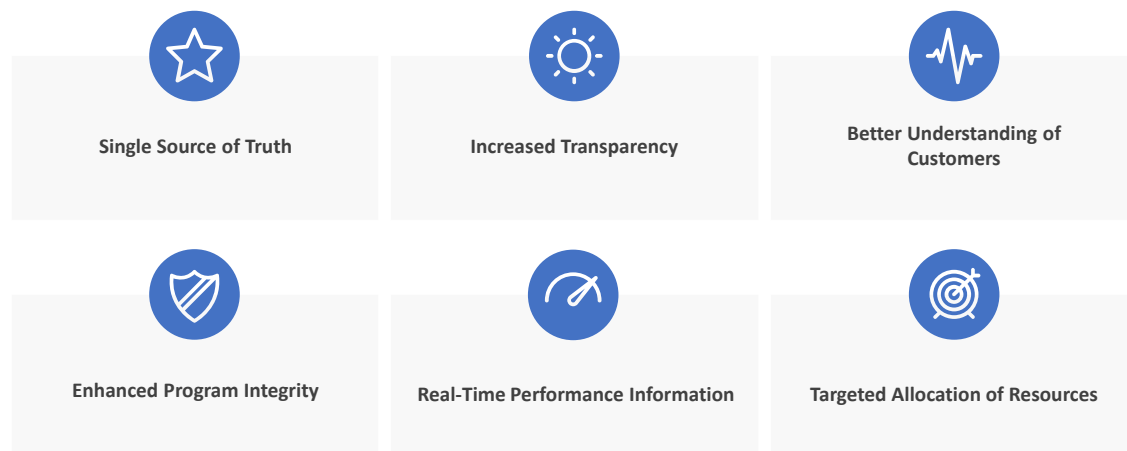


13

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## The Business Case for Data Investments

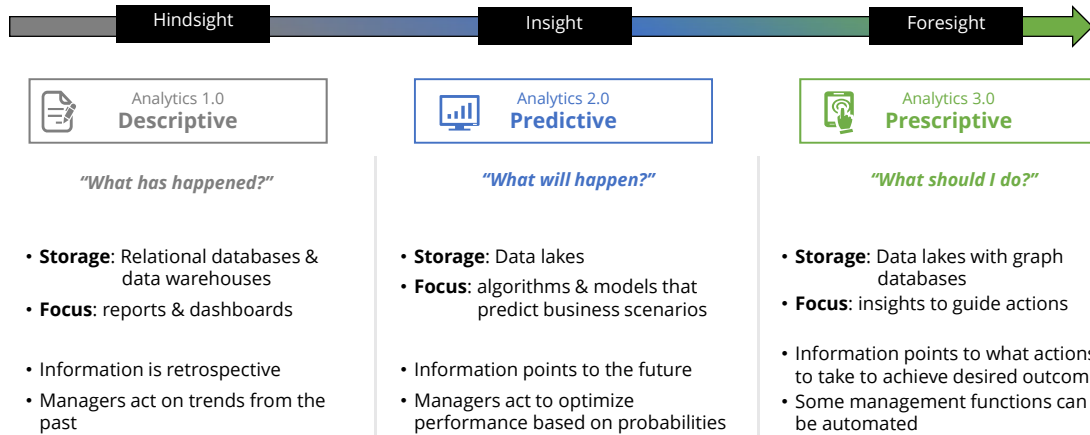


14

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## Where Are You Starting?

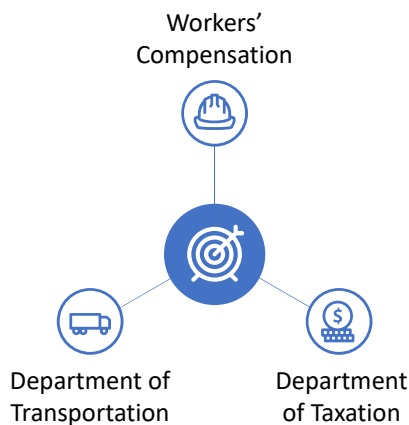


15

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## Use Case: Fraud Detection



- Memorandum of understanding to share data across agencies
- Cross-matching of data obtained from other state agencies to identify fraudulent claimant & employer activity
  - Commercial Driver's Licenses
  - New Employee Withholding Forms

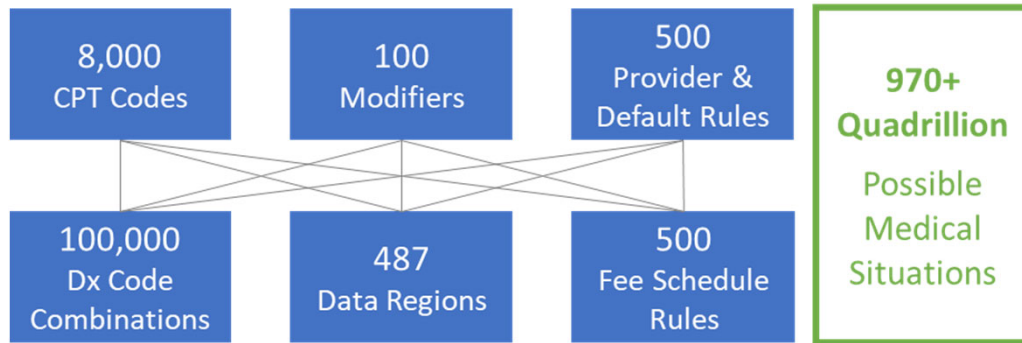
16

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## Use Case: Medical Bill Review



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## Use Case: FROI Triage



Research shows that **faster FROI triage reduces severity of claims and is associated with faster return to work and a lower probability that a lawyer is involved**



Faster FROI triage means faster return to work and lower probability a lawyer is involved



The faster insurer receives notice of an injury and can initiate medical treatment, the faster the injured worker recuperates and returns to work, and the less likely they seek out an attorney for help in dealing with a claim



Studies suggest that most people want to return to productive employment as soon as possible



Electronic communication has enhanced procedures to speed up the first notice of claim filing process to the workers compensation administrative office

Source: Insurance Information Institute. (2018, May 1). Spotlight On: Workers Compensation. Retrieved April 2, 2019, from <https://www.iii.org/article/spotlight-on-workers-compensation>

18

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## Use Case: Provider Data Solutions



Leveraging the breadth & depth of data of the industry leader

65% of auto casualty market  
40% of workers' comp market  
Over \$200 billion in combined historical claim data

Robust provider data management

Technology solutions that establish coherent provider entity resolution across auto casualty & workers' comp provider data



Clear and holistic view into providers across LOB



Provider analytics that bridge across LOB leading to unique insights



Ability to funnel provider behaviors from the population to the relevant subset of interest

19

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## The Automation Spectrum



 <b>Rules-based Automation</b>	 <b>Robotic Process Automation</b>	 <b>Intelligent Process Automation</b>	 <b>Cognitive Automation</b>
Executes simple if-then tasks	Mimics human actions	Comprehends human intelligence	Augments human intelligence
Complete routine, decision-tree tasks within a system	Complete routine, linear tasks across multiple systems	Processes verbal & written inputs, then completes rules-driven tasks	"Machine-learning" (subset of Automated Intelligence)
<ul style="list-style-type: none"> <li>Auto-adjudication of identified subset of claims</li> </ul>	<ul style="list-style-type: none"> <li>Audit reviews</li> <li>Simple e-mail routing (based on sender)</li> </ul>	<ul style="list-style-type: none"> <li>"Live" chat assistance</li> <li>Transcribe written notes or forms</li> </ul>	<ul style="list-style-type: none"> <li>Diagnosis and treatment systems</li> <li>Fraud analysis and investigation</li> </ul>

20

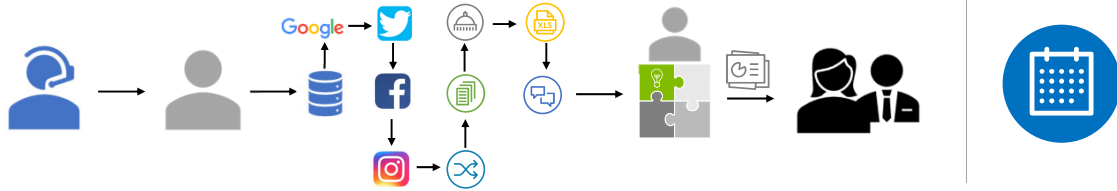
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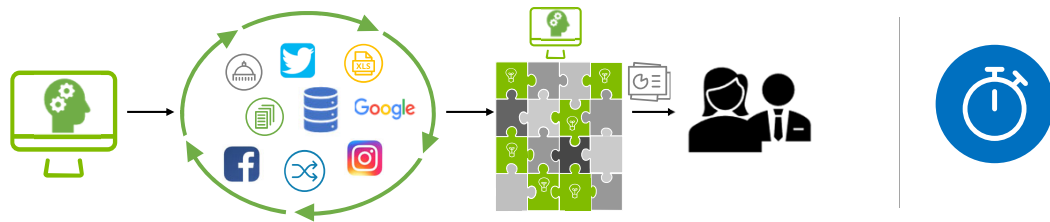
## Cognitive Insights



### Traditional Analytics Process



### Cognitive Insights Process



21

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## Driving your Enterprise Data Strategy



### Understand the foundation.

What data do you have?

How is it managed?

What insights can it provide?

What is your organization's data literacy level?

### Establish your data vision.

What are the objectives for your Enterprise Data efforts?

Data  
People  
Process  
Technology

### Structure your data organization.

What is your governance structure?

What is your operational structure?

What resources will support the effort?

### Scale for long-term success

How is your data organization funded?

Can you leverage partnerships to manage costs?

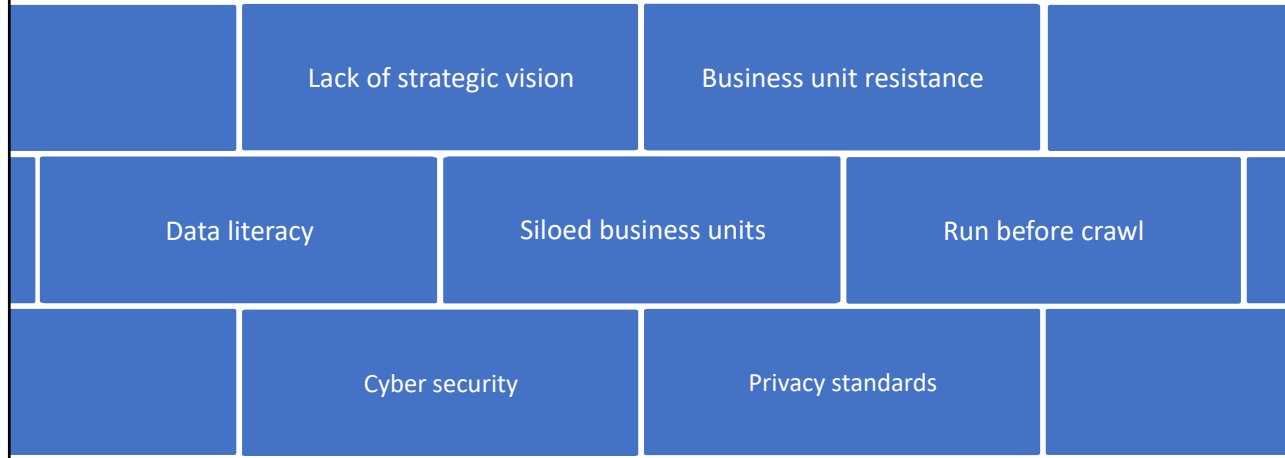
What is the plan for keeping resources current?

22

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## Challenges: Enterprise Data Efforts



23

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## Strategies for Success: Enterprise Data Efforts



- |   |  |
|---|--|
|  Fully engage the C-Suite                          |  Support a continuous learning culture                  |
|  Engage business early & often                     |  Find your storytellers                                 |
|  Articulate the WIIFMs                             |  Manage expectations                                    |
|  Consider your interaction maps                    |  Seek legal counsel                                     |
|  Communicate, recommunicate & communicate again... |  Update business recovery strategies to reflect changes |

24

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## Questions?



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