Keeping up with COVID-19
Webinar Series

How Robotic Process Automation Can Improve Revenue Cycle Efficiency During COVID-19 Recovery
• Review how organizations can bridge the staffing.
• Understand how deploying software through Robotic Process Automation (RPA) can help address expected increases in volume.
• Turn a challenge into an opportunity; to analyze.
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Senior Vice President of Product Strategy  
nThrive

• Proven revenue cycle executive  
• Strategic visionary and innovator of custom revenue cycle tools  
• Led introduction and development of Robotic Process Automation  
• 19+ years of experience in health care organizations and government regulation of insurance  
• Experience working with software and service vendors to improve processes and solutions
COVID-19 changed our world

History will remember the frontline heroes
✓ Hospitals and health systems had to be nimble and ramp up to meet challenges

Volume will return
✓ Elective medical care that has been delayed will drive demand as services open back with available appointments

The way we work will never be the same
✓ Work from home has been forced on many organizations and will change them long term
What is Robotic Process Automation (RPA)?

The use of software robots to automate processes by replicating the actions of a human worker interacting with the user interface of one or more systems.

Traditional software interacts at the data level through Application Programming Interfaces (APIs) while RPA interacts at OSI Layer 7 through application user interfaces making translation of human process to computer automation significantly easier.

Evolved from simple screen scraping and keystroke emulation to more sophisticated solutions that interact directly with the objects in the user interface of systems and leverage AI to enable robust automation.
This unexpected crisis requires us to rethink our operations and re-examine long held assumptions.

Human resource intense processes had to be re-evaluated to enable social distancing.

Returning back to normal, volumes will challenge staff who have not been performing their normal tasks due to COVID-19 changes in the workplace.

Staff had to be reassigned to other tasks, have work hours reduced or even be furloughed or laid off.

Requirements for new tasks will need to be addressed.
Robotic Process Automation

The Staffing Gap

Staff will need to be redeployed or reintroduced. Workers will need time to ramp back up as volume of previous functions returns. New tasks and functions like contact tracing, must be covered.

Many staff members may be able to continue to work remotely and productivity will have to be managed, especially for boring repetitive tasks.

Collective intelligence will be at risk as staff is more challenged to share best known practices or methods of addressing specific revenue cycle scenarios when not sitting by their peers.
Robotic Process Automation

Lighten the Load for Returning Staff

- Contact tracing functions may require manual tasks for staff to submit information as well as teams to manage all the data.
- RPA can help automate some of the targeted contact tracing tasks to reduce the manual burden.
- Return staff to more cognitive/interesting work by automating repetitive tasks.
- Automate many billing edits or denials appeals.
- Leverage RPA to fix eligibility rejections and denials.
- Automate tracking tasks including authorizations.
- Leverage shared knowledge to discover and define best known practices.
- Document and identify best known methods that can be ensured with automation logic.
- Leverage flexible nature of human teams for cross functional support.
- Partner with vendors and other departments within your organization to deliver lower cost productivity with flexibility to handle future fluctuations in volume.
- Consolidation may be increase. Deploy automation to allow scaling up of required functions without the corresponding increase in cost.
Turning this challenge into an opportunity

Redesign Revenue Cycle Processes

Redesign and Optimization Require Transformational Impact.
COVID-19 has already disrupted how we work and requires us to put the pieces back together. There is no better time to embark on a digital transformation journey. Starting with RPA will free up cost and allow for re-allocation of cash to critical initiatives.

ASSESS // Identify process and tasks for improvement

DEPLOY // Pilot bots identified during assessment

REBUILD: Many processes must be re-built in response to the new normal

OPTIMIZE: RPA can break the constraints that previously shaped processes we originally designed.

AUTOMATE: Best known practices can be automated for revenue cycle teams to improve performance and ensure ongoing productivity improvements.
### Robotic Process Automation

**Lighten the Load for Returning Staff**

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<th>Benefits</th>
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<td>Improve current processes</td>
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<td>Lockbox correspondence</td>
<td>Introduce completely new ways of managing the revenue cycle</td>
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<td>Late charge Automation</td>
<td>Open your ability to innovate</td>
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<td>Loading fee schedules</td>
<td>Enable development of new models for revenue cycle management</td>
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<td>Clearinghouse submission / retrieval</td>
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<td>Medicare bad debt validation</td>
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An RPA initiative can lead to development of new disruptive solutions that:

- Improve current processes
- Introduce completely new ways of managing the revenue cycle
- Open your ability to innovate
- Enable development of new models for revenue cycle management.
A Bot in Action
**Artificial Intelligence and RPA together**

*nThrive Plan Code Selection* is based on both logic rules as well as AI Computer Vision built using the Convolutional Neural Net capability.

**Example Rules:** BCBS Alpha Prefix (Federal employees start with "R")

**Group Number** Indexing rules, provide phone number rules, etc.

**Convolutional Neural Net Training** – Training data set of scanned insurance
Benefits and Risks of DIY

Ownership of bots you develop – the RPA platform has little value, but the automation built can have significant value based on its impact.

RPA comes with significant maintenance costs that are often poorly forecasted or planned for.

Design of bots significantly impacts the maintenance costs and how often they break.

RPA DIY???

- You should UNDERSTAND your capacity and capability.
- A neutral and expert partner can help to ACCELERATE your RPA initiatives and ROI yield.
- You should DECIDE on your organization’s long-term RPA strategy. You may start with a partner and migrate to DIY or a blended approach.
Benefits and Risks of working with a Partner

**Partners can bring established expertise** to accelerate your ROI. Partners can handle the maintenance required and design bots to minimize down time.

You can select the wrong **partner** making RPA deployment more challenging with lower return. Partners require more effort to get set up with access credentials to systems RPA bots will access. Partners may cost more up front.
RPA Risk Areas

**Change Management** – RPA can have a significant transformational effect on how your teams work. You need to be prepared with a plan for how you will manage the change in allocating work and deploying your human resources.

**RPA Architecture** – RPA can be deployed as a low-code solution to process automation, however this approach results in the least robust bots with the highest maintenance costs.

**RPA Governance** – RPA can be used in so many broad areas that prioritizing use cases can be challenging, and if not managed can overwhelm initial RPA teams, resulting in poorly deployed RPA initiatives or worse - failure and lost opportunity to correctly leverage RPA’s potential value.
Questions
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