

Bupa - Case Study

Client overview

Bupa is the UK's leading provider of health insurance. psKINETIC developed a digital infrastructure for better and speedier management of pre-authorisation of treatment, leading to a better journey for Bupa's customers and reduced back-office costs.

Problem

- Time consuming management of independent expert panel
- Decision rules were developed, but reliance on manual checking
- New authorisation process, but largely manual workflow

Solution

- Expert panel integrated via web portal
- Use of treatment specific algorithms and processes
- psHEALTH automated workflow 'live' in 5 weeks

Benefits

- Consistent process, less human error
- Quicker response resulting in better customer experience
- Significant reduction in FTE

Contact us: