



Case Study: HPA Robots-as-a-Service/Healthcare

BlueCross BlueShield of Tennessee

Efficiently and accurately adjust tens of thousands of claims with HPA.

The Client

For more than 60 years, BlueCross BlueShield of Tennessee has operated as an independent, not-for-profit, locally-governed health plan company. Based in Chattanooga, BlueCross BlueShield of Tennessee covers more than 3.3 million Tennesseans; pays more than 60 million claims and nearly \$9 billion in benefits annually; and employs over 5,300 employees.

BlueCross BlueShield of Tennessee is a nominee for the Healthcare Excellence Award for Excellence in Operations in recognition of their resourceful application of HPA technology to automate and streamline manual, repetitive processes.

The Challenge

BlueCross BlueShield of Tennessee was faced with having to adjust more than 100,000 claims in less than 60 days – requiring unique adjustment processing rules across multiple processing platforms. Their existing staff addressed nearly 40,000 of those claims in five weeks, leaving 62,000 claims still to be addressed.

To meet their deadline, the BlueCross BlueShield of Tennessee Business Operations team was faced with onboarding new personnel, borrowing existing resources from other divisions, or having existing staff work overtime—with no certainty that they could ramp-up in time to meet the goal.

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The Solution

To address their large-scale claim adjustment requirements and tight timeframe, BlueCross BlueShield of Tennessee selected HPA to do the work. HPA is a provider of fully-managed robotic process automation; documenting, building, deploying, and monitoring a digital workforce on the client's behalf.

In just a few days, working directly with the HPA team, the plan was able to deploy 50 robots into production to begin processing the adjustment backlog. BlueCross BlueShield of Tennessee Information Services team members worked hand-in-hand with Cognizant to further refine the HPA solution – creating supplemental programs and processes that work in tandem with the base HPA application.

The robot servers that live on the BlueCross BlueShield of Tennessee campus are remotely managed by Cognizant using an HPA dashboard, and Cognizant support teams are readily available to address any issues that may arise. The BlueCross BlueShield of Tennessee Information Security team maintains tight control over Cognizant's access to the BlueCross environment to protect member personal health information.

“The HPA solution provides a strong implementation methodology and application that delivers results.”

- Dave Wicks

Manager, Business Solutions

The Result

HPA's digital workforce adjusted all 62,000 claims in eight business days—one full week ahead of their deadline, with a 96% success rate. Since that time, BlueCross BlueShield of Tennessee has utilized HPA for other unique adjustment backlog situations. Additionally, the plan was able to enhance their auto claims resolution rate by integrating the robots into their nightly batch process to handle post-adjudication pending claims.

Since implementing the solution, BlueCross BlueShield of Tennessee has executed five workflows and has processed over 400,000 adjustments using HPA's robots. As the application is refined over time, the robots promise to deliver even more impressive results.

Today, robots deployed across 75 virtual servers in the BlueCross BlueShield of Tennessee data center begin processing work each morning. They typically complete in one minute the work that would take four minutes for a human to perform. And, as the robots function without human intervention, results are free of human error.

BlueCross BlueShield of Tennessee now has an 'at the ready' solution that can address high volume claims when they occur – simply, efficiently, and without the need for additional staff or overtime.

“In very short order, we were able to handle letter generation tasks that previously would have required manual intervention. I was particularly impressed by all the prep work done to ensure no glitches would arise as the robot did its magic.”

– **Darlene Brock**

Director, Service Operations

About HPA, A Cognizant Company

HPA is a provider of fully-managed robotic process automation services; documenting, building, deploying, and managing digital workforces on our clients behalf. Learn more at www.hpa.services.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060