



# Reventics streamlines healthcare data processing and simplifies HIPAA compliance with Robotic Process Automation

## ► BUSINESS CHALLENGE

As a provider of revenue cycle management services for the U.S. healthcare sector, Reventics not only offers its clients fast, accurate processing of medical claims and other transactions, but also guarantees full compliance with industry regulations such as HIPAA. To facilitate business growth without a dramatic increase in headcount, the company aimed to reduce its compliance workload by streamlining its back-office processes.

## ► TRANSFORMATION

Reventics uses ProcessRobot from Softomotive to design automated process flows that can process thousands of concurrent transactions per day. By eliminating the need for human intervention to check the validity of healthcare claims, the company increases accuracy, reduces turnaround time, and ensures that potentially sensitive data never leaves a secure environment.

## ► BUSINESS BENEFITS

- **95%** of transactions are now processed accurately by automated workflows
- **65%** faster processing of healthcare claims and other transactions
- **34** full-time employees have been freed to work on higher-value tasks and growing the business
- **Significant** reduction in the time and effort required to demonstrate compliance

## ► ABOUT THE COMPANY

Reventics is a specialist provider of revenue cycle management, coding and auditing, clinical documentation and clinical practice improvement services to the U.S. healthcare sector. The company partners with physicians and healthcare providers to help streamline back-office processes, enhance financial management, lift compliance and quality standards, and increase patient satisfaction.

## ► BUSINESS CHALLENGE

The U.S. healthcare sector is a highly complex environment, with strict regulations governing the interactions between different market participants. When a patient consults a physician, undergoes surgery or receives a prescription for medication, the healthcare provider typically needs to make a claim against the patient's insurance to reimburse the costs.

Managing the lifecycle of these healthcare claims is an intricate, multi-stage process, with many potential risks for providers. For example, validating a claim may require information from electronic medical records—so it's vital to put strong safeguards in place to protect against the exposure or misuse of sensitive patient data.

Reventics helps healthcare providers manage this complexity by providing an end-to-end revenue cycle management service that not only promises to accelerate the claims process, but also guarantees full compliance with all relevant healthcare and data privacy regulations, such as the Health Insurance Portability and Accountability Act (HIPAA).

Pramod Kumar Dubey, Deputy General Manager, Quality at Reventics, explains: "We work with many healthcare providers, and each of them has their own systems landscape and information security policies—which means we need to be very flexible in our approach to process management. To accelerate claims processing and increase accuracy, we're always looking to automate as much of the work as possible, but the diversity of our clients' requirements means that we can't just build a single solution that will work for everyone."

As a result, Reventics employees spent many hours manually handling mundane aspects of the claims processing cycle, such as data validation. This not only increased turnaround times and processing costs, it also prevented talented employees from focusing on higher-value tasks, and made it difficult to grow the business without taking on more staff.

"Manual processing also makes compliance much more time-consuming," adds Pramod Kumar Dubey. "Whenever there is human intervention in a process, it opens up a potential data security risk, so you need to put safeguards in place to control and mitigate that risk."



Reventics aimed to close the loop by enabling end-to-end automation, but it recognized that a traditional approach to systems integration was not a viable option.

“There are simply too many systems and requirements—the cost and complexity of developing point-to-point integrations for each of our clients would have been too high,” says Mohammad Khalid, RPA Lead at Reventics. “So we started looking for a more flexible solution, and that’s where robotic process automation came in.”

## ► SOLUTION

Reventics began exploring the market for robotic process automation (RPA) software, seeking a cost-effective solution that would not compromise on functionality or security. The company decided to run a one-month trial of ProcessRobot from Softomotive, which delivered convincing results. As a consequence, Reventics began working on a full-scale implementation of the software.

“The real selling-point for us was ProcessRobot’s support for running multiple processes on a single bot,” says Mohammad Khalid. “We need each bot to be able to process up to 3,000 complex transactions per day, so the ability to run several claim validation processes concurrently on a single machine enables us to get the job done within the time available.”

As with any RPA initiative, it was vital for Reventics to not only choose the right technical solution, but also adopt an appropriate governance framework for the prioritization, development, deployment and management of RPA projects.

“Before we started implementing anything, we sat down with all the stakeholders to understand their processes,” says Pramod Kumar Dubey. “That helped us identify the lowest-hanging fruit—the opportunities for implementing bots which would not require too much change to our existing processes—and prioritize all our projects.”

Reventics created a list of all its RPA opportunities, and grouped them into three categories:

- 1.** Simple projects that would be easy to deploy, and that had little or no variation between clients. Data validation and claim status checking were the most obvious examples.
- 2.** More complex projects, where the bots would require some kind of cognitive ability, or would need to transform data as they transferred it between systems.
- 3.** Miscellaneous projects with additional technical challenges—for example, where bots would need to interact with clients’ systems via CITRIX.



Reventics set up a central RPA team to work through these projects, with Mohammad Khalid acting as lead business analyst. In this role, he would liaise with line-of-business teams and convert their automation requests into technical requirements, which the RPA team then implements. The RPA team also worked with line-of-business leaders to help them adapt their processes where necessary to streamline the automation process.

“One piece of advice is that it’s critical to structure your automation initiatives properly, just like any other software development project,” says Mohammad Khalid. “ProcessRobot makes it easy to automate tasks and processes, even for users who don’t have any programming experience—but you still need discipline around testing, deployment and maintenance if you want to use your bots in production.”

“Communication is important too,” adds Pramod Kumar Dubey. “We have been issuing regular newsletters to the business about the results we’ve achieved with each of our RPA projects, which has been very helpful in demonstrating the value and overcoming any initial resistance from business users.”

ProcessRobot is an intuitive solution, and the Reventics RPA team was able to start building its first bots without needing any formal training from Softomotive. Nevertheless, whenever a more complex technical question arose, Softomotive responded quickly with guidance and examples.

“We have been very pleased with the level of service from Softomotive, and we’re looking forward to working more closely with them as we start rolling out the solution more widely,” says Pramod Kumar Dubey. “Ultimately, we would like to give business users the power to automate tasks for themselves, and Softomotive’s support and training will be vital to help non-technical people learn how to use ProcessRobot effectively.”

## ► BENEFITS

Reventics has already seen significant return on its investment in ProcessRobot. After automating just the first few processes from its list of low-hanging fruit, the company has seen transaction processing speed increase by 65 percent. Moreover, 95 percent of claim validation tasks can now be processed accurately by its bots, which significantly reduces the amount of human intervention required, and helps to minimize the risk of human errors.

Pramod Kumar Dubey comments: “The impact on the Reventics team has been very positive—instead of spending hours on repetitive, mundane data processing tasks, they have much more time to devote to the more interesting and valuable parts of the job. We estimate that we have already saved the equivalent of around 34 full-time employees, just by automating this first small set of processes—so we have more capacity to grow the business without needing to take on additional staff.”



With a much simpler and more streamlined set of workflows, Reventics also finds it easier to satisfy the information security and compliance requirements of its clients and regulators. In many cases, it can now demonstrate that sensitive information about clients and patients is processed entirely within the walls of its secure, HIPAA-certified data center—effectively eliminating the risk of information security issues.

Pramod Kumar Dubey concludes: “We’re delighted with the progress we have made with our RPA initiative, and we are looking forward to tackling the next set of challenges. Now that we have proven the benefits, we’re seeing strong demand for RPA across the business, and we know that Softomotive is the right partner to help us take the next step on our journey.”

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