



CASE STUDY

Health Savings Administrator sees 75% faster case resolution using business process automation Center of Excellence

Organization:

American Healthcare Savings Administrator

Industry:

Financial services

Location:

United States

A leading healthcare administrator was looking for process improvement opportunities to make improve productivity and improve business efficiency. Using a Business Process Automation Center of Excellence (COE), they captured and analysed the current state of business processes in Bizagi before eliminating waste and streamlining workflows to empower the business with automation.

Making the leap to automated and efficient processes and workflows has delivered immediate benefits. Bizagi's system architecture enables reuse, meaning multi-language deployments become more effective with scale. Not only was underwriting offer time significantly reduced, but also helped Generali to ensure compliance. For further intelligent automation, they integrated UiPath RPA to handle Policy Cancellation in the underwriting department.

75% faster case resolution

15 processes automated in first year

50+ reusable modeling capabilities

"Bizagi really helps you to get started, map a process and learn from the data... then you can leverage the team, ask them how you can make it better and continually improve."

Director of Continuous Improvement

Objectives

-  Capture current state of business to identify areas for improvement
-  Empower business with automation
-  Orchestrate technology and human workforce for connected approach
-  Enable agile approach to work with reusable processes
-  Create transparency and auditability across workflows

Achievements

-  Live deployment for 15 automated processes
-  Creation of over 50 reusable modeling capabilities in COE
-  Case duration reduced by 75% in two months
-  Agile backlog to manage workload and coordinate team performance
-  End-to-end visual representation of work
-  Winner of 2019 CEO Award from parent company

Overview

A leader in the consumer-directed healthcare industry, this trusted health savings account administrator puts its customers and employees at the heart of everything they do. They wanted to ensure that they were operating in the most efficient way possible. They needed clarity on their business process before introducing new technology, such as automation, to optimize operations.

Challenge

The team wanted to 'do it right' before 'doing it fast' and take the time to understand how processes are completed within the business, looking at both technology and people involved.

They wanted to simplify tasks and provide clarity for process development. By providing visibility and awareness of processes, they believed they would have the insight into how to better manage their work and help the business to be more productive.

"We consciously chose to be critical of our processes and get them working exactly the way that we thought they should, and then speed them up [with automation] and we've been very happy with that."

SVP Solution Architecture

Solution

The team worked to create a Business Process Delivery Lifecycle, consisting of three stages:



Capture current state:

Use Bizagi Modeler to objectively map out complete business processes and identify pain points



Define measurement of success:

Build objective support and refine the work in Modeler until it reflects the target state with a focus on process metrics and the customer



Define target state:

Automate processes and test success metrics to establish if further improvements need to be made and get stakeholder buy-in and participation for continuous feedback.

"Don't let perfect get in the way of better. Bizagi really helps you to get started, map a process and learn from the data... then you can leverage the team, ask them how you can make it better and continually improve."

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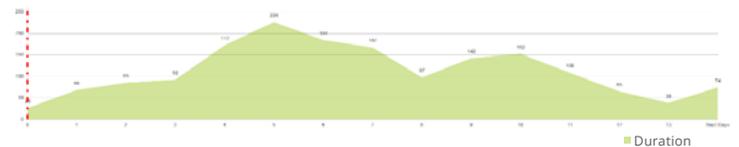
They then created a Business Process Automation Center of Excellence (BPA COE), with a team to help execute the solution and empower the business with automation. They took a lean approach to the project, focusing on process quality and minimizing waste.

Results

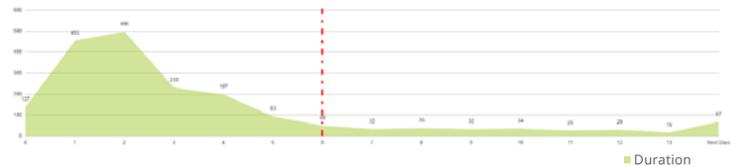
In the first two years of using Bizagi, the team have deployed 15 automated processes and created over 50 reusable modeling capabilities in their BPA COE, including task handle time, form integration and automated deployment. All these will be integrated with future processes to help deliver an agile way of working.

Incremental improvement played a large part in delivering excellence across the processes. Having complete process visibility and process metrics enabled rapid, meaningful improvement, as the team could identify waste and actively make changes. In just two months, the custodian-to-custodian transfer process case duration was reduced from 2 weeks to just two days.

v. 1.2 June Case Duration



v. 2.2 August Case Duration



They now have an agile backlog of work with story-point velocity of process deliveries. This allows them to have an accurate estimation of effort per process, and the ability to effectively coordinate with other teams and departments thanks to visual management of team performance.

The team was rewarded with the 2019 CEO Award from its parent company for breakthrough operational efficiency that directly supports a rapidly growing organization and measurably improves the employee and customer experiences.