SpringML

Promote Better Care and Better Value for Members

Machine Learning for Healthcare Payers

As insurers of healthcare, your mission is clear: help your members and their healthcare providers deliver the best care and best outcomes possible, while also delivering the best value for every healthcare dollar spent. It's a mission of continuous learning and continuous improvement, one that takes strong partnerships along with new and innovative tools and technology.

This is where SpringML can help. We partner with you to bring your highly-fragmented healthcare data landscape together in the cloud, and then we apply our industry and data science expertise to design and deploy machine learning algorithms to put that data to work. You can discover new insights into member care, claims, and spend, and introduce new process and service innovations that improve care delivery, outcomes, and financial performance.

Improve Care While Controlling Cost and Risk

By connecting structured and unstructured data from different systems – including medical records and claims data, clinical notes, medical imaging, and epidemiological and actuarial data – SpringML can help insurers like you build more detailed and meaningful profiles of members, so you can better serve their healthcare needs while reducing cost and risk.

Identify and Support High-Risk Individuals or Employer-Based Member Groups Earlier:

Build a more accurate and predictive risk model to determine which members or employer-based member groups will require more care and resource support. SpringML algorithms can cross-reference multiple data sources to uncover hidden risk factors that you may have missed, so you can identify at-risk members earlier to better manage their costs and resource needs. You can also assess similar risks across your member groups, so you can set more realistic premium prices while avoiding overcharging employers who may go elsewhere as a result.

Eliminate the Delays, Complexity, and Paperwork Required to Authorize Care:

Streamline the processes between payers and providers so that patient care can be authorized sooner. Nurses, doctors, and healthcare administrators spend hours reviewing patient records and their policies to determine if care is authorized, and the same review process has to occur on the payer side. By using ML algorithms to review a patient's latest medical data and diagnosis, along with the full details of the applicable insurance policy, SpringML can speed and simplify the entire authorization process: from initial medical record review and pre-authorization to pre-payment review and final audit.
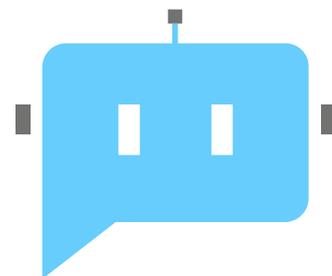
Innovate Member Services and Build Loyalty

As insurers of healthcare, you are in a unique position to connect your members to their entire network of healthcare providers in new and innovative ways. SpringML can help you build the next-generation of services that not only bring members closer to their providers, but closer to their health insurance organization to increase member loyalty and reduce enrollment loss.

Use ML-Enabled Chatbots To Help Members Navigate Services

Simplify access to critical healthcare and insurance information for your members with chatbots from SpringML. Our chatbots can combine multiple insurance and clinical data sets with natural language processing, voice and intent recognition algorithms, and intelligent routing to autonomously answer member questions. Members can interact with the chatbots just like they would with Siri and Alexa, which saves them time and saves you the cost of hiring extra service representatives.
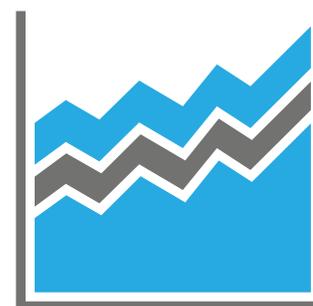
Personalize and Optimize Healthcare for Every Member

Leverage machine learning to make navigation of healthcare insurance as well as treatment options easier and more tailored to each member or member group. For example, SpringML can help you automate analysis of clinical care and claims data to identify which members are ideally suited for different preventative care programs, so you can help employers and care providers develop targeted care programs (such as nutrition, weight loss, or smoking cessation programs) that promote healthy habits and reduce spending for preventable healthcare conditions.

Empower Brokers and Agents with Predictive Sales Forecasting

Maximize the value of your brokers and agents sales activities with ML-enabled forecasting model that continuously analyzes past and current pipeline data to assess future sales performance and identify new opportunities. By analyzing pipeline successes as well as misses, SpringML algorithms continuously improve trend forecast accuracy for your brokers and agents. They can tailor forecasts for any time period or customer segment.

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Reduce Fraudulent and Erroneous Claims

With government-backed mandates for prompt payment of claims, healthcare insurers are usually required to investigate fraudulent or erroneous insurance claims only after they have been paid out, making the loss recovery process more expensive and less likely to succeed. With a combination of intelligent document processing, deep learning algorithms, and live adverse event monitoring, SpringML can help you detect fraudulent or erroneous claims before they are paid out.

Identify Fraudulent or Erroneous Claims at The Point of Submission

Establish a ML-enabled claim validation process that works in real time to detect anomalies which that can be automatically routed to claims specialist for further investigation. SpringML algorithms can employee deep learning on an ever-widening scope of historical claims and medical data to better understand patterns and practices that indicate fraud or errors. You can apply that learning to flag problematic claims as soon as they are submitted.

Speed Detection of Deniable Claims and Potential Malpractice

Detect problematic claims faster by using advanced scoring and predictive analytics to ensure that reported diagnostic (ICD) codes and procedure (CPT) codes in a claim are fully reconciled with the member's full medical record and are consistent with standard medical practices for the members age and health profile. With SpringML, you can move away from paper-based lists and manual lookup of medical codes to determine reimbursement eligibility and instead use ML algorithms to automatically mine data that is relevant to the reported diagnostic and procedure codes in each claim.

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Get the Most Out of Machine Learning with SpringML

From data to knowledge to wisdom. From reactive to predictive to prescriptive. If you're on the road to machine learning and insight from data, SpringML is there with the talent, know-how, and offerings to help you reach your destination.

No company is better prepared to help you seize the advantage with ML in healthcare and life sciences than SpringML. When you partner with us, you get the experience and expertise of a global systems integrator – one with a proven record of helping Fortune 500 companies realize ML value. Our solutions are implemented at more than 150 customer sites worldwide.

Learn More

To get started or learn how you can get more value from data with ML technology, visit us at:

🌐 www.springml.com/healthcare 📞 1.800.346.8260