



BizSmart™ Business Case: Insurance

BizSmart™ can help the organization that needs to streamline its business processes by putting together: the flow of tasks and operations under a set of business rules, the people who are responsible for certain tasks, and the applications that are used in order to complete a task.



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The indemnification process: description, the common practice

The process of indemnification may concern all three sectors of insurance services, cars, health and real estate. Let's examine more closely the process of indemnification for hospitalization expenses. In order for a customer to receive the amount of the indemnification, he has to present all necessary documentation concerning his hospitalization. The incoming request gets a reference number and is then forwarded to the respective department in order to be processed. Next, and before the amount of the indemnification is declared, the approval process has to be finalized. On the other hand, more documentation may be requested. Moreover, the process may be suspended if a doctor of the insurance company submits an objection.

In most cases and according to the usual practice, those requests are routed through paper - based forms, leading to delays, unfinished processes, unsatisfied customers, bad image to the company, decreased revenue and increased costs.

Automation of the indemnification process with the help of BizSmart™

BizSmart™ workflow management system has been employed by a major medical - insurance organization for the automation of the indemnification process. All worksteps of the procedure were imprinted on the graphical user interface of BizSmart™ process designer, and all responsible jobtitles were interconnected with their respective worksteps. The process is implemented on intranet / internet environment, through a typical web-browser. What is more, a set of process - based information subsystems were developed, which allow for the routing of the necessary information between worksteps in a procedure: web-based application for registering, editing, filing and retrieving files and documents.

Revision of process description

It has to be mentioned that the description of the above mentioned process may vary according to the specific needs of a customer.

On the other hand and because of the highly competitive business environment, a company may decide to re-engineer a particular process, in order to differentiate its offering or reduce costs. Revision of processes in BizSmart™ does not imply development of new software or modification of the existing software. For BizSmart™, the incorporation of new rules and new process definitions is a simple task: it only means reallocation of tasks, people and information in an easy to use graphical user interface.

Benefits from implementing BizSmart™

The benefits from implementing BizSmart™ for the automation of the indemnification process in a medical - insurance organization where the following:

- Reduction of mistakes, increase in the available time for employees to participate in more value adding activities
- Possibility for feedback as for the status of a claim procedure
- Minimization of useless printing
- Greater insight into the operations of the business, leading to improved management control and management of resources