launch

Navigating
Healthcare Solutions
PROVIDER DATA
OPTIMIZATION

Health insurance companies want to enable a great healthcare experience for members and providers.

However, incomplete and inaccurate data, inefficient processes, inflexible legacy systems, frustrated providers, awkward workarounds, checking and re-checking cause real pain.

LET'S MAKE PROVIDER DATA SYSTEMS BETTER

It's Time to Move From Manual Processes Towards Digital Transformation

WHEN YOU'RE RESPONSIBLE FOR MILLIONS OF MEMBERS AND THOUSANDS OF PROVIDERS, YOUR PROVIDER DATA SYSTEMS & PROCESSES MUST BE TOP-NOTCH TO ENSURE TIMELY, ACCURATE CLAIMS MANAGEMENT.

But incorrect or missing provider data has caused major headaches and costs millions.

Inaccurate claim pricing leads to manual rework in the form of hours spent reconciling errors and re-processing. That not only drives up operational costs, but contributes to a less-than-satisfactory provider experience - and consequently a poor member experience, too.

Launch Consulting is partnering with a Fortune 50 healthcare insurer to improve data integrity, streamline and automate processing, and increase data-driven insight.

WE'RE BRINGING PROVIDER DATA SOLUTIONS TO LITE.

Our client needed a solution for these provider data challenges to restore providers' trust in their data and, ultimately, transform the provider experience.

Our solution: a tool called the **Launch Intelligent Text Extractor (LITE)**. LITE helped accelerate data ingestion, enrichment, and matching by automatically linking and validating data within a data quality framework that's driven by optical character recognition (OCR), natural language processing (NLP), natural language understanding (NLU), and machine learning (ML).

Basically, LITE mines documents for specific information it's learned to recognize, reading, and transforming raw data into a structured format. That standardized format makes it possible to match and link records, validate information, score and rank confidence in each data point, and leverage ML to identify anomalies and autocorrect common errors.

Resulting in 70% fewer person-hours required to do manual benefits configuration.

Case Study

A Good Prognosis for Provider Experience

launch
+
snowflake

Launch helped create a clear path toward a better human experience with tools that increase provider data quality and accuracy. This dramatically reduced the need for manual intervention by surfacing low confidence records and enabled real-time analytics with improved data management.

Best of all? The LITE-based solution paid for itself in a matter of months!

LITE is just one element of the holistic Provider Vision Launch and our clients have partnered on.

We aren't just streamlining data processing, we're empowering you to use your data.

- **Data enrichment**

- **Cost-effective, real-time analytics through ML and Snowflake's Cloud Data Platform**

- **A data visualization and analytics portal**

IT'S TIME TO TAKE ACTION

We believe that better data not only saves time and money, but also empowers you on your digital transformation journey. Launch can also help you navigate and rapidly deploy cost-effective solutions that enable:

- Predictive analytics, creating a foundation for informed decision-making

- Intuitive, insightful provider contract data Portal to to aid in creating better employee and provider experiences

- Master interoperable provider data to be used upstream and downstream for claims management

Are you ready to LITE up your world?

60 DAYS TO LAUNCH
3–5X ROI THE FIRST YEAR
LET'S GET YOU STARTED

> "There's an opportunity at the intersection of people and data to drive more value and improve the human experience."
>
> **- Chad Holmes**
> **Managing Partner, Launch**

AMPLIFY, INNOVATE, & ACCELERATE

We love data. Data engineering, aggregation, validation, and analytics provide the momentum for enabling more efficient operations and a continuously improving human experience. If you can harness the power of data, it will illuminate the path to your North Star.

A new breed of business and technology consulting, Launch helps companies navigate the path to digital transformation by leveraging modern technology, driving value with data, and enabling people to unlock their potential.

We are entrepreneurial, data driven, and in everything we do, we start with the human impact. Founded in 2005, Launch is a veteran-owned business and technology consultancy made up of 600+ consultants in six markets. We offer advisory consulting, project work, managed services, and staffing.

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NAVIGATORS

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