

Ux for Vidal Healthcare ERP for Claim processing



Enhancement will reduce the processing time and data entry effort at claims level

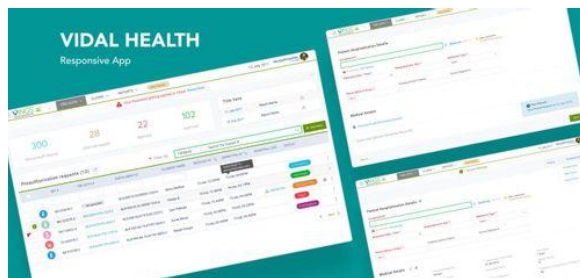
Project Overview

Vidal Health Insurance TPA Pvt. Ltd. manages a wide network of Healthcare Service providers comprising of multi-specialty hospitals, nursing homes, and diagnostic centers across the country. Services include cashless hospitalization at our Network hospitals and nursing homes and speedy & direct settlement in case of reimbursement claims. Neointeraction was selected to redesign the Ux for the TPA claim requesting platform(TIPS) used by 600 claim processing teams across the country.

Challenges:

- Improve the efficiency of TIPS application so that on receiving a cashless claim the details can be auto-populated from the Pre-Auth level (Medical, coding, billing)
- Claim Business process was not streamlined & the request TAT's(Turn around time) were delayed

Claim management platform



Client speak

“The Ux exercise improved preauth TAT from 1.5hrs to 15mins which is a great boost for our business as we could process more request . Videal health team”



Solutions we offered

Vidal team wanted to go for a User-centric approach when they decided to address various issues with the current system.

The entire claim process stages had manual and automated steps which made tracking difficult and impacted operational efficiency.

Our team worked closely with their internal teams to understand various stages of claim processing, understand various user journeys. During our discovery phase, we interviewed the hospital insurance processing team along with a few cashless claim patients.

These business insights were translated into a measurable Ux solution that was focused on reducing TATs, prioritizing user tasks. The business team made necessary amends to align with the Ux recommendations.

How did our solutions help?

Our Ux solution improved the TATs, reduced unwanted manual steps, streamlined the cashless claim request to the final claim process.

Our clients could process more requests enabling more business for them. With the existing Pre Auth flow, the new design solution brought a 70% reduction in time for completing the Preauthorization confirmation.

Vidals TIPS application was running on legacy frameworks, most of the apps UX patterns were driven by the framework which was not user-friendly.

Designs that touches human lives



1. Our designers took a holistic approach focusing on journeys starting from the hospital & clinics.
2. The designs were optimized for various screen sizes and touch-enabled devices.
3. The new design was tested with key stakeholders for its efficiency and necessary tweaks were done before it went to production.
4. Designs considered a modular approach for the reusability and scalability of the platform.
5. After adopting the Pre-Auth feature in T1 hospitals the daily request has increased 400+%.

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

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