Transformation & Beyond

Optum

POV Document

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1. Process Overview

The document refers to the process of automating the handling of medication rejections. Currently, this process involves manual review by agents who follow specific Standard Operating Procedures (SOPs). These SOPs guide agents through a series of steps, including:

Identifying the rejection code: Each rejection has a unique code, and agents must locate the corresponding SOP for that code.

Data verification: Agents verify prescription details, patient eligibility, and drug information using tools like "Be Reminder" and "FLU."

Decision-making: Agents determine if the OTC medication is covered, compare prices, and select appropriate alternatives if necessary.

Action execution: Agents then take the necessary actions, such as canceling orders, substituting medications, and re-submitting claims.

The goal is to automate this process using AI/ML. The AI would analyze rejection codes, consult SOPs, and utilize existing tools to determine the optimal course of action. This would involve complex decision-making based on various factors, including patient eligibility, drug costs, and available alternatives.

The document also highlights the need for seamless integration with existing tools and systems, the importance of data quality, and the competitive landscape in the AI solutions market.

2. Current Process Steps

1. Identify Rejection: Receive a rejection notification (e.g., rejection code 136). Identify the specific rejection code.

2. Locate SOP: Access the relevant Standard Operating Procedure (SOP) based on the rejection code. Example: If the code is 136, navigate to the "Formulation Changes" tab within the SOP.

3. Data Retrieval: Retrieve necessary data: Prescription details (drug name, dosage, quantity). Patient information (eligibility, insurance details). Rejection code and associated metadata.

4. Tool Utilization: Utilize relevant tools: Be Reminder: Check drug information (form, packaging, etc.). FLU Tool: Verify patient eligibility and coverage. Price Check: Determine the cost of the medication.

5. Decision Making: OTC Coverage: Determine if the OTC medication is covered by the patient's insurance. Price Comparison: Compare the cost of the prescribed medication with potential alternatives. Alternative Selection: If necessary, select an alternative medication (e.g., generic

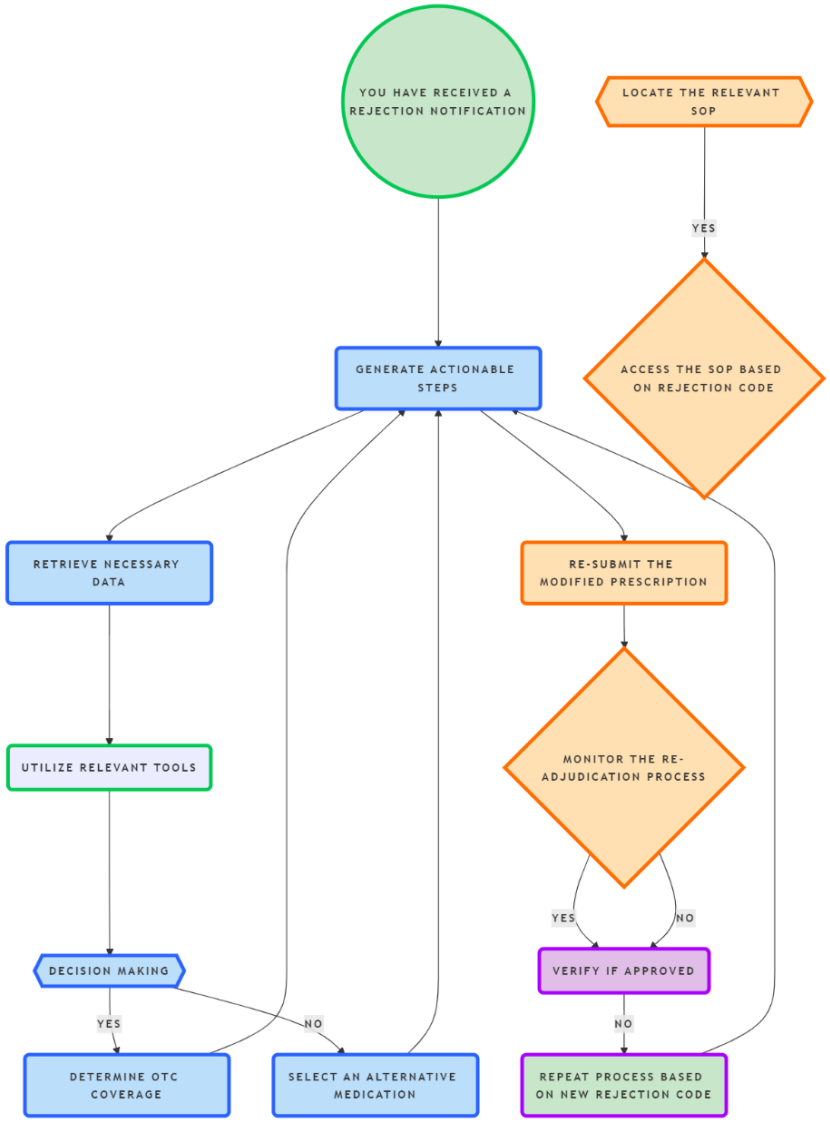
equivalent).

6. Actionable Steps: Generate actionable steps based on the analysis: Cancel the original order. Re-submit the prescription with the chosen alternative. Adjust the day supply as needed. Annotate the prescription with the changes made.

7. Re-adjudication: Re-submit the modified prescription for adjudication.

8. Outcome Verification: Monitor the re-adjudication process. Verify if the prescription is approved. If not approved, repeat the process based on the new rejection code.

3. Current Process Flow Diagram



4. Proposed Solution

This proposed solution leverages AI to automate the medication rejection handling process, potentially improving efficiency, accuracy, and consistency while reducing the burden on human agents.

- Develop an AI-powered solution to automate the rejection resolution process.
- The AI model would analyze rejection codes, consult SOPs, and utilize existing tools (Be Reminder, FLU, Price Check etc.) to determine the appropriate course of action.
- The model would then execute the necessary steps, such as canceling orders, substituting medications, and re-submitting claims.

1. AI-Powered Rejection Code Analyzer:

- **Input:**
    - Rejection Code
    - Associated metadata (if available)
- **Function:**
    - Analyze the rejection code to determine the specific type of rejection (e.g., "Formulation Changes," "Coverage Issues," "Prior Authorization Required").
    - Utilize Natural Language Processing (NLP) techniques to understand the nuances of the rejection message.
    - Leverage machine learning algorithms to identify patterns and correlations between rejection codes and potential resolutions.

2. SOP-Driven Decision Engine:

- **Input:**
    - Rejection Code (from step 1)
    - Prescription details (drug name, dosage, quantity)
    - Patient information (eligibility, insurance details)
- **Function:**
    - Access and interpret relevant sections of the SOP based on the rejection code.
    - Utilize the SOP as a knowledge base to guide decision-making.
    - Integrate with existing tools (Be Reminder, FLU Tool, Price Check) to gather necessary information.

3. AI-Powered Decision Maker:

- **Input:**
    - Data from the SOP-Driven Decision Engine.
    - Data from external tools (Be Reminder, FLU Tool, Price Check).
    - Historical data on successful and unsuccessful rejection resolutions.
- **Function:**
    - Employ machine learning algorithms (e.g., decision trees, reinforcement learning) to:
        - Determine the most appropriate course of action (e.g., medication substitution, prior authorization request, order cancellation).
        - Predict the likelihood of successful resolution for each potential action.
        - Consider factors such as patient eligibility, drug costs, and clinical guidelines.

4. Action Execution & Monitoring:

- **Output:**
    - Generate actionable steps (e.g., "Cancel order and re-submit with generic alternative," "Request prior authorization for brand-name medication").
    - Integrate with existing systems to automatically execute these steps (e.g., order cancellation systems, prior authorization request systems).
    - Monitor the outcomes of the automated actions (e.g., track re-adjudication results, identify any issues).

5. Continuous Learning & Improvement:

- Continuously analyze the performance of the AI system.
- Monitor and log all actions taken by the system and their outcomes.
- Use this data to refine the AI models, improve decision-making accuracy, and enhance the overall system performance.

5. Key Considerations

- **Data Requirements:** Access to historical data, including rejection codes, SOPs, and adjudication results.
- **Tool Integration:** Integration with existing tools (Be Reminder, FL, etc.) and systems.

- **Decision-Making:** The AI model needs to make complex decisions based on various factors, including patient eligibility, drug costs, and available alternatives.
- **Accuracy and Reliability:** Ensuring the AI model's decisions are accurate and reliable to avoid errors and maintain patient safety.
- **Competitive Landscape:** Acknowledging the presence of other vendors and the competitive nature of the AI solutions market.

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