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# WHY RPA MAKES SENSE FOR YOUR HEALTHCARE BUSINESS

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## Introduction

Healthcare organizations are constantly trying to find new ways to improve patient satisfaction while still delivering high level care. To help with this, administrators and technology officers looking to improve operational efficiencies are turning to robotic intelligence for timeconsuming and low-value tasks that impede the productivity of employees.

Automation is an essential component of most successful healthcare organizations. It frees up resources and allows employees to focus on more meaningful tasks, while reducing errors commonly found in repetitive functions. The thought of implementing new technology, however, can often feel cumbersome and overwhelming. In reality, automation is costeffective to deploy and can be accomplished quickly.

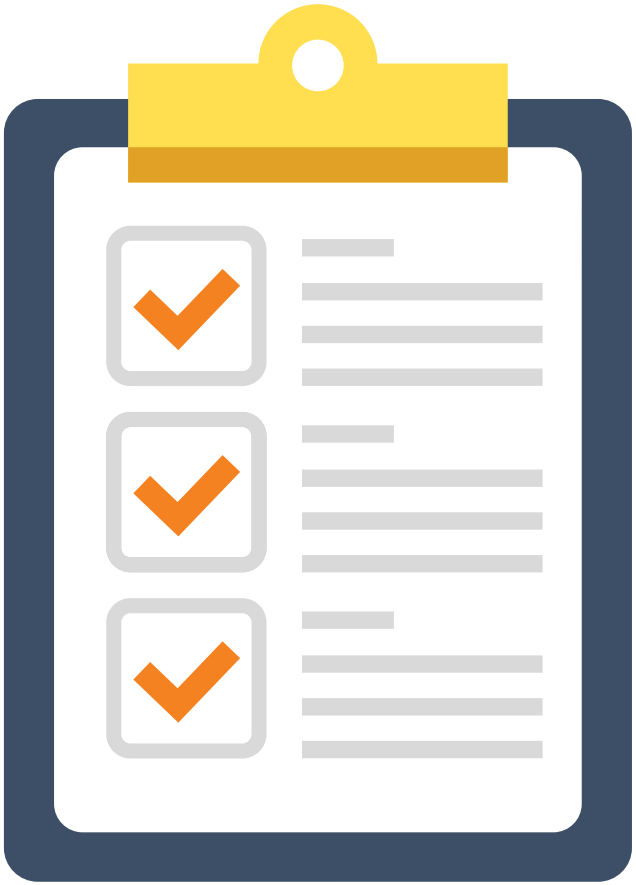
“Automation is cost-effective to deploy and can be accomplished quickly.”

# What is RPA?

Robotic Process Automation (RPA) streamlines manual processes that remove the burden of administrative tasks from employees. Tasks that were once dependent on humans have migrated to digital processes better left to automation.


RPA takes automation one step further through the use of “digital workers” that closely mimic employee tasks in common professional healthcare settings. Their ability to work dynamically with established processes allow them to be more collaborative than a traditional bot. By minimizing headaches, ranging from check-in to record tracking, implementing RPA creates a positive, patient-centered experience.

Although RPA cannot modify processes without human involvement, it can be a critical step in a healthcare organization’s overall digital transformation strategy parallel to other cognitive technologies such as Machine Learning and Artificial Intelligence. When successfully deployed, RPA gathers data, leaving the manual, repetitive tasks to digital workers to free up valuable time for value-driven processes..



# Is RPA Right for You?

Medical professionals are often delayed by archaic, manual processes, including data entry, inventory (from patient to equipment) tracking and restrictive budgets. Automation, specifically RPA, can transform aging programs into thriving technology centers.

RPA can decrease operational costs while increasing compliance through monitored and documented steps. It provides increased productivity through a digital workforce that never experiences fatigue, eliminates human errors, and improves accuracy. Healthcare organizations are able to scale robotic software more easily and quickly than hiring new employees for repetitive tasks, and they can program RPA to work around the clock without the need for overtime pay.

# Where Does RPA Fit in Healthcare?

Healthcare organizations can lower costs while focusing on patient satisfaction as RPA takes over the menial, manual tasks, resulting in a more human-centered approach toward patient care. With the goal of simplifying and automating repetitive, highvolume tasks that are prone to data entry errors, RPA can augment common healthcare operations in several areas, including:

1. **Self-registration and admissions**
2. **Qualifying patient eligibility**
3. **Patient communications**
4. **Pharmacy inventory management**
5. **Physician credentialing**
6. **Integration between outdated systems without back-end integration methods**

With RPA deployed, healthcare teams can more-effectively manage patients, from admission to discharge, with personalized care. Healthcare organizations with RPA have a competitive advantage over those who are overwhelmed with data entry, laden with the potential for errors.

## How Does RPA Work?

Using software that instructs digital workers to enter, decipher, and track data, RPA is completely customizable based on a user's specific processes. Best suited for rule-based tasks, digital workers can assist with tasks such as Electronic Health Record (EHR), data input screens, online application programming interfaces (APIs), and structured and unstructured data repositories. With RPA in place, there are fewer errors and reduction in critical mistakes that can alter a patient's medical status.


### Some of RPA's Biggest Benefits

- **Enhanced and expedited patient communications**
- **Better patient experience and satisfaction**
- **Increased employee engagement by deploying staff to work on more meaningful tasks**
- **Fact-finding: digital workers can crawl websites and insert information directly into the EHR**
- **Reduces manual data entry**
- **Expedited benefits cost estimate generation**
- **Automated simple claims processes**
- **Easier patient scheduling**

## Here are some benefits that demonstrate how RPA can help healthcare executives run and grow their businesses.

### Help with Compliance

With so many ever-changing compliance regulations, it can be hard to keep up. RPA can assist with compliance standards that may include HIPAA privacy.

### Maximize Workload Without Increasing Headcount

By freeing employees to do more valuable work, adding a digital worker is like adding an employee who can work around the clock without experiencing fatigue.

### Increase Satisfaction

Patient satisfaction leads to positive feedback and increased brand reputation. RPA drives this by automating the tasks employees prefer least, providing greater engagement between staff and patient.


### Manage Change

As healthcare organizations begin to deploy their digital transformation strategy and introduce new technology, digital workers can be configured to toggle between aging legacy programs and new systems.

### Manage Risk

Accuracy is a big benefit of RPA. Unlike their human counterparts, digital workers enter data correctly, eliminating errors in data entry.

### Claims and Billing Supply Processes

With RPA increasing automation at medical claims and billing centers, backlog is lessened, employee stress is reduced, and bills are generated more quickly and accurately.

### Improved Revenue Cycle Functions

RPA digital workers can streamline online scheduling, appointment requests, insurance carriers, personal preferences, preferred locations, etc. to create one seamless report to a referral management representative that follows patient from pre-visit or admission to discharge. As a result, customer satisfaction increases, employee stress is reduced, and focus is placed on patient care.

# How to Get Started

When determining how RPA might benefit your healthcare services, think small first. Start by identifying:

- The repetitive, rule-based tasks with the most significant manpower costs
- Manual data entry between core systems that don't communicate with each other
- Processes that can't be scaled without hiring more people
- Manual, low-skill tasks that take time away from higher-value outcomes
- Legacy applications that don't support integrations
- Tasks that require copying and pasting data between documents, spreadsheets or systems
- Data entry that is prone to human error
- Tasks you would prefer to outsource but need to keep in-house
- The biggest bottlenecks
- The areas with room for improvement
- What tasks could be eliminated and substituted with digital workers

Consider the most manual, repetitive processes that are time-consuming but provide low value to the employee. Eliminating these common, menial processes will provide the biggest benefit and immediate return on investment.

# How to Find the Right RPA Partner

To begin the vetting process for potential RPA platforms, look for a solution that applies to the healthcare industry and a vendor who partners with digital transformation leaders. RPA digital workers aren't an end-all answer to administrative projects, but rather, are part of the entire automation and digital strategy.

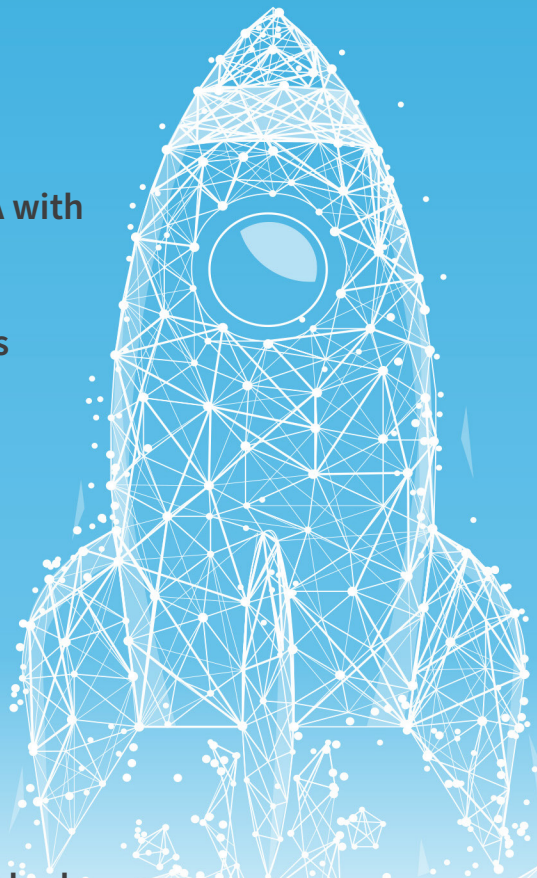
Once you've identified candidates for your RPA solution, look for:

- **Speed.** How fast can your digital worker be configured and how fast does it run once deployed? Identify the length of time to deploy the solution and be up and running with your initial tasks.
- **Reliability.** Can your digital worker do your assigned tasks without error? Look for a reliable product with minimal downtime, as your chosen programs should be designed to move the needle forward and can't tolerate unpredictable glitches.
- **Scalability.** Do you need a data-scraping bot for a static process or do you need a digital worker who can carry out multiple types of projects dynamically? Even as your applications and processes change, can the digital worker keep up? Scalable solutions that grow as your needs increase are vital to long-term planning.

With these considerations in place, the implementation process of an RPA product can grow and scale across your organization, increasing an organization's efficiency.

# Implementation

**Deploying your RPA software doesn't have to be cumbersome. Once you've determined an RPA provider that will fit your needs, you can outline a path for implementation with an RPA strategy:**



1. Identify your preferred RPA provider
2. Work with the CTO or other strategic leaders within your organization to communicate your company's vision for RPA with relevant parties
3. Build your business or use case and roll-out plan that details your vision for RPA within the organization's overall digital transformation strategy
4. Find a pilot digital worker (or "bot") to start your rollout
5. Simple proof of concept build
6. Purchase the digital worker (or "bot")
7. Test and analyze to predict what could go wrong
8. Verify the new program produces the actual efficiencies you had envisioned, and cost savings are meeting expectations
9. Grow your digital workforce and expand intelligent automation efforts across the organization

# Measuring Success

The ROI on any new program can be measured through multiple checkpoints. While it's common to feel the need to replace the dollar-for-dollar spend on the initial investment, the RPA ROI can be measured not just in upfront implementation costs, but in future monies saved as well.

Healthcare organizations can look at improved employee and consumer satisfaction once the RPA program is deployed. Are they enjoying the new tasks and the time saved from previous repetitive ones? Have you achieved better audit compliance? Are patients providing positive scores in feedback surveys?

According to Kinetic Consulting Services, the number of manhours saved by deploying RPA solutions translates into 90-percent cost savings. Although every RPA deployment is unique around the results of increased efficiencies and productivity, as a whole, organizations can expect to save a substantial amount of money once RPA is implemented correctly.

To help achieve these savings, the processes or tasks identified in the initial strategy phase should be optimized for digital workers, not humans. Simply put, remove the steps robots don't need to account for that humans might, such as redundant tasks or time spent checking for errors. By documenting all the tasks a human might do, you can optimize for the bots and reduce the total number of steps necessary for programming. This immediately saves money and time once RPA is implemented.


Companies with repetitive, high-frequency tasks can expect to see a **50-70% cost savings** with RPA successfully in place*, which can significantly increase employee productivity. Providing workers with more meaningful tasks and time back in their day can bring immeasurable productivity and value to any healthcare organization.

Furthermore, as IT visionaries within a company plan their long-term digital strategy and look toward long-term automation needs, RPA can also solve for the future. As a whole, RPA eliminates the need for multiple software program implementations, allowing IT departments to further position themselves as a strategic, value-driven team who can move the company forward. Even more, RPA works faster than humans, which can lead to more satisfied customer and user experiences.

*(Source: "State of Automation 2017" Sample: Enterprise Buyers = 400)

# RPA | BY THE NUMBERS

**Increases**
staff productivity, service levels and capacity by
**35–50%**

Creates an immediate
**25-50%**
cost savings by automating human tasks*

CONSISTENTLY DELIVERS
**100%**
ACCURATE DATA

Reduces process cycle times by
**30-50%** (average)
or as much as
**90%****

REDUCES AVERAGE HANDLING TIME BY
**40%**

* Source: Benefits of RPA, Institute

> By 2032, the RPA market size is forecasted to be valued at over $81.8 billion. — Statista

## Conclusion

RPA production doesn't appear to be slowing down, with forecasts predicting the market will be worth upwards of $81.8 billion by 2032. By implementing it into an overall digital transformation strategy, healthcare providers can streamline workflows and eliminate manual tasks to get more from their workforce.

Finding a trusted RPA partner like KeyMark, who brings healthcare expertise and experience to any technology implementation, can help healthcare organizations improve their services to patients and operate more efficiently. Offering best-of-breed technology from industry-leading healthcare RPA providers, KeyMark partners with their healthcare customers for successful planning and digital strategy, using RPA and other technologies and solutions to automate processes.

# About KeyMark

KeyMark is a leading provider of intelligent automation solutions focused on enabling better business outcomes through capture (OCR), workflow (ECM), case management (DCM) and robotic process automation (RPA) solutions, artificial intelligence, and machine learning technology. KeyMark helps clients leverage technology, such as artificial intelligence and machine learning, to maximize productivity and decrease manual labor in industries such as: financial services, healthcare, insurance, manufacturing, distribution, utilities, logistics and the public sector.

Together, KeyMark, Blue Prism, OnBase by Hyland and Kofax help organizations to scale effectively and achieve operational agility by deploying a digital workforce that maximizes productivity and minimizes manual work. As a value-added reseller of today's leading intelligent automation solutions, KeyMark is one of a select few organizations worldwide to represent such a comprehensive list of automation capabilities with years of proven experience and award-winning Extended Support. Additionally, KeyMark is the creator of Forms InMotion, an innovative software-as-a-service solution for forms automation.

**For more information, call 864-343-0500 or send an email to sales@keymarkinc.com.**



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