

**Robotic Process Automation in Healthcare Administration**

# Transforming Healthcare Administration with Robotic Process Automation

**70%**  
Improvement in operations agility

Reduction in risks and human errors

Improved customer service

Increased scalability in financial operations

**Executive summary:**

*To pursue operational excellence, Unimed Campinas, Brazil's premier supplementary healthcare provider, partnered with NowVertical to implement Robotic Process Automation (RPA). Facing challenges in banking integration, data standardization, and scalability, the organization streamlined operations, reducing errors and improving customer service. The results were transformative: a 70% increase in operational agility, decreasing risks, enhanced customer satisfaction, and empowered employees. Unimed Campinas now stands as a beacon of efficiency, showcasing the potential of RPA in revolutionizing healthcare operations.*

**Business needs:**

Unimed Campinas, Brazil's most significant medical cooperative, faced critical challenges in its healthcare operations, including complexities integrating with diverse banking systems, lack of data standardization, and concerns regarding scalability and data security. These hurdles hindered efficiency and customer service, highlighting the urgent need for a solution. Recognizing the potential of automation, the organization sought a strategic partnership with NowVertical to implement Robotic Process Automation (RPA). Their goal was to optimize processes, eliminate errors, and enhance employee productivity, addressing these pressing business needs and ensuring the organization's continued leadership in the healthcare sector.

**Business results after implementation:**

- **Operational Efficiency:** Unimed Campinas experienced a 70% improvement in operational agility, enabling rapid responses to customer needs.
- **Error Reduction and Enhanced Accuracy:** By minimizing manual intervention, the organization substantially reduced errors, ensuring data accuracy and financial integrity.
- **Improved Customer Satisfaction:** Automation led to faster query resolution, accurate billing, and streamlined operations increased customer satisfaction, reduced complaints, and strengthened the organization's reputation for high-quality healthcare services.

## Robotic Process Automation in Healthcare Administration

### Overview:

Unimed Campinas, a leading player in supplementary healthcare and the most prominent medical cooperative in the interior of Brazil, embarked on a profound automation journey to reinforce its commitment to operational excellence and innovation. The primary objective was to leverage automation to reduce operating costs, optimize efficiency across various facets of their operations, eliminate recurring errors, and liberate their workforce from mundane, repetitive tasks. By doing so, Unimed Campinas aimed to empower its employees to focus on more strategic and meaningful activities, ultimately enhancing their service to over 750,000 beneficiaries.

Recognizing the strategic significance of this transformation, Unimed Campinas chose to undertake this journey with the specialized support of NowVertical, a trusted strategic partner. The decision to implement Robotic Process Automation (RPA) extended its impact across several operational areas, including customer service, banking transaction processing, shipment management, billing, and financial reconciliations. This case study explores how this collaboration overcame multifaceted challenges to deliver tangible improvements.

### Situation:

Unimed Campinas faced challenges integrating various banking systems, standardizing diverse data formats, ensuring data security, scaling operations, training the team for automation, and maintaining quality standards. These hurdles hindered financial operations, customer service, and overall efficiency.

### Approach:

The organization partnered with NowVertical to implement Robotic Process Automation solutions. Robots were developed to interact with diverse banking interfaces, interpret varied file formats, ensure data security, and scale operations. Training programs facilitated seamless human-robot collaboration. Specific solutions included automating banking transactions, billing submissions, exception processing, report generation, and proportional payment tasks.



### Outcomes:

Unimed Campinas' strategic implementation of Robotic Process Automation (RPA) across various facets of their operations led to transformative outcomes, impacting multiple areas within the organization:

#### Operational Agility:

- 70% Improvement: The introduction of automation significantly enhanced operational agility. Tasks that once took hours or even days were streamlined to mere minutes, enabling Unimed Campinas to respond swiftly to customer needs. This increased efficiency allowed the organization to handle more transactions, improving overall productivity.

#### Error Reduction and Increased Accuracy:

- Automation drastically reduced the likelihood of errors inherent in manual processes. By eliminating data entry mistakes and ensuring standardization, Unimed Campinas experienced a substantial reduction in operational risks. This enhanced the accuracy of financial transactions and boosted the confidence of both customers and stakeholders in the organization's services.

#### Enhanced Customer Service:

- Improved Quality: The improvement in operational efficiency directly translated to an enhanced customer service experience. With automated processes, customer inquiries were addressed promptly and accurately, leading to a reduction in complaints. The speed and precision with which customer queries were resolved contributed to increased customer satisfaction, fostering loyalty among beneficiaries.

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### Scalability and Flexibility:

- **Increased Scalability:** The scalable nature of the implemented automation solutions meant that Unimed Campinas was well-equipped to handle the growing demands of its services. As the number of beneficiaries and transactions increased, the automation framework seamlessly accommodated the rising workload. This scalability ensured the organization could expand its operations without compromising efficiency or service quality.

### Financial Integrity and Regulatory Compliance:

- **Assured Accuracy:** Automation played a pivotal role in maintaining the integrity of financial records. Accurate and updated accounting information was crucial not only for internal decision-making but also for regulatory compliance. Unimed Campinas could confidently adhere to financial regulations and standards, ensuring transparent and trustworthy operations.

### Employee Empowerment and Skill Enhancement:

- **Focus on Value-added Tasks:** Employees were liberated from the burden of manual labor by automating repetitive and mundane tasks. This empowerment allowed them to focus on tasks that added significant value to the organization, such as strategic planning, customer relationship management, and process optimization. The workforce was thus engaged in more intellectually stimulating roles, enhancing overall job satisfaction and employee morale.

### Cost Optimization:

- **Reduced Operational Costs:** Automation led to substantial cost savings by minimizing the need for manual intervention, reducing errors that could result in financial losses, and optimizing resource utilization. These cost savings directly contributed to the financial health of Unimed Campinas, allowing for strategic investments in other areas of the organization.

### Impacted Business Areas:

**Finance:** Automation improved financial reconciliation, information updating, and error reduction. Financial processes became more streamlined and reliable, enhancing the organization's financial health.

**Telephone Customer Service:** Reduction in billing discrepancies and errors resulted in fewer customer complaints. The telephone customer service team experienced a decrease in issues related to billing, leading to a higher quality of customer interactions.

**Accounting:** Automated processes ensured the accuracy and timeliness of accounting information. Real-time data updates and reduced errors in financial transactions positively impacted the accounting department, ensuring compliance and financial integrity.

### Conclusion:

In conclusion, the results achieved through implementing Robotic Process Automation at Unimed Campinas addressed the initial challenges. They propelled the organization into a new era of efficiency, accuracy, and customer centric operations. The successful automation initiatives not only optimized existing processes but also laid the foundation for continued innovation and growth, ensuring Unimed Campinas' position as a leader in the healthcare industry.