

CASE STUDY

Enhancing Communication Management with **RPA Technology**

Up to
\$300K

Saved Per Year

50%

Reduction in Claim Processing Delays

90%

Reduction in Manual Errors

Overview

A leading Midwest region behavioral health care provider with 250+ clinics partnered with GeBBS to optimize franchise communications that were impacting their Revenue Cycle Management. By deploying the RPA solution, GeBBS streamlined email management, accelerated claim resolutions, and improved overall operational efficiency for the organization.

Opportunities & Challenges

The client's manual email handling across 250+ clinics resulted in:

- *Overwhelming email volumes of 25,000–50,000 daily*
- *Repetitive follow-ups, with 40% of emails requiring multiple interactions and causing claim delays of 7–10 days*
- *High error rates (15–20%) leading to claim denials*
- *Significant resource drain, with staff dedicating 3–5 hours per day to email tracking*

These challenges highlighted the need for a technology solution to streamline communication and reduce manual intervention.

Solution

Smart Email Management via RPA Automation

GeBBS implemented the RPA solution to transform communication workflows by:

- **Intelligent Data Extraction:** *Automatically capturing patient demographics, coding, and eligibility details from emails*
- **Automated Categorization:** *Dynamically classifying emails as complete, incomplete, pending, or escalated*
- **Centralized Data Management:** *Organizing extracted information into structured formats for effortless tracking*
- **Real-Time Insights:** *Enabling immediate identification of bottlenecks and actionable follow-ups*

Outcomes



Efficiency Gains:

Saved 15–20 hours per week per team member



Faster Processing:

Reduced claim processing delays by 50%



Enhanced Accuracy:

Achieved a 90% reduction in manual errors



Cost Savings:

Delivered annual savings estimated between \$200,000–\$300,000



Improved Satisfaction:

Boosted client satisfaction scores by 25–30% through prompt issue resolution

Key Takeaways

- Automation of email communications dramatically improves operational efficiency.
- Intelligent data extraction and categorization minimize errors and expedite claim resolutions.
- Streamlined workflows lead to significant cost savings and enhanced client satisfaction, enabling teams to focus on high-value RCM activities.

Conclusion

GeBBS' RPA solution transformed the client's communication management by automating high-volume email processing. The result was accelerated claim resolutions, reduced errors, and optimized workforce productivity, driving measurable business impact.



GeBBS' (RPA) bots have revolutionized our communication management across 250+ clinics. Previously, inefficiencies caused delays and operational bottlenecks. With automation, we have significantly improved response times, reduced manual interventions, and optimized our workflow. This solution has elevated our team's productivity, allowing us to focus on critical RCM functions.



— [Chief Revenue Officer]