

## Case Study

# A foreign subsidiary of a global healthcare company

Service(s) offered: **Process Improvement**

Sector/Industry: **Healthcare**



## End-to-End Digitization of multiple Cross-functional Processes

The client is one of the global leaders in the eye-care industry, with operations in 24 countries and more than 8,000 employees globally.

With a worldwide presence, the client serves more than 60 million patients daily and plays a critical role on the global stage in providing ophthalmic products and surgical instruments.

The client's Indian subsidiary markets its products at the Pan-India level and operates in major Indian cities.

Due to the complexity involved in managing end-to-end operation, along with the growing demand for being competitive while operating efficiently the client wanted to incorporate digitization within their cross-functional processes.

### Challenge

Due to the manual nature of the processes, the client faced significant challenges, including:

- Mismanagement of sensitive data such as product prices, contract details, and more.
- Poor process management and reduced operational efficiency.
- Manual record maintenance of financial data.
- Delays in approval.
- Inefficient process leading to higher turnaround time and increased query time.
- Complex, arduous claim management and settlement process leading to increased costs.

### Case Highlights

- Cleared backlog of items worth USD 12 billion, resulting in a reduction of DSO by 40%
- Achieved 100% accuracy in claims submission
- Provided 30% cost-efficiency to the client
- Reduced accrual processing efforts by 95% and decreased query and approval rework by 60%
- Ensured real-time data visibility, overall data security, and standardization

## Our Solution

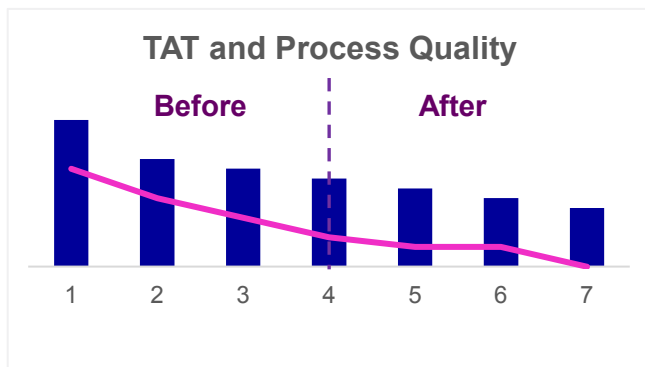
The Nexdigm team began the project by understanding the client's Voice of the Customer (VoC). "As-Is" was done, which helped identify gaps and process loopholes and bottlenecks. This enabled us to pinpoint the key issues and inefficiencies and visualize an optimum solution.

The team held several brainstorming sessions with the client to streamline the process. A digitized end-to-end process through a workflow portal was proposed to induce efficiency and quality.

Considering the company's main objective, the workflow portal was an ideal solution for all client requirements.

To ensure the successful implementation of the solution, the team prepared the Business Requirements Document (BRD) with a wireframe and submitted it to the client, including features, functionalities, and a timeline for the project's completion.

The proposed solution walkthrough was completed and the client, signed-off on building the portal. Demo sessions were conducted with the client to validate the expected outcome, functionality, and benefits. After completing the User Acceptance Test (UAT), the portal went live across all Pan-India locations of the client.



## PDCNex Platform

- The application designed has helped to improve the workflow performance and reduced the TAT (Turnaround Time) for distributor claims processing from 30 days to 5 days.

## Speed and Accuracy

- Time savings for approver and processor: 45%.

## Reporting

- Automated reports enabling 100% accuracy in data submission.
- Customized build report helps real time visibility enabling strategic decisions.

## Soft Benefits

- Platform deployment has helped identification and elimination of frauds.

## Cost benefits

- We have passed on 30% cost benefit to client.

## Additional capabilities

- Touchless claim submission for distributors, through master data.

## Impact

After the implementation of the solution, the client experienced increased process stability, operational efficiency, and quicker turnaround times. Process capability and stability improved, demonstrated by a Cp (process capability) value of 1.88 and a Pp (process performance) value of 1.47.

Overall, the Defects Per Million Opportunities (DPMO) rate was reduced from 100000 to 0, increasing the count of distributor claim raises by 33%.

With the portal being process independent, the client managed to achieve significant efficiency across all cross-functions with a satisfaction survey score above 90%.

The client also experienced enhancement in the claim settlement timelines leading to sales growth of over 20%. Also, the portal provided customized real-time reports and live feeds with crucial insights to aid strategic decision-making.

Moreover, through the implementation of process controls, the risk of fraud has been eliminated, with a potential savings of USD 1.2 billion.

For more information on this case study, please write to us at:

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You can also visit our website to know how our services resulted in tangible business benefits:

[www.nexdigm.com](http://www.nexdigm.com)