

How a Healthcare Insurance Platform Streamlined Claim Reviews With AI Automation

Company Overview

A fast-growing healthcare insurance technology platform serving self-insured employers, TPAs, and health insurers set out to modernize insurance claim reviews. Their platform helps partners reduce medical spend and improve outcomes, scaling to meet rising claim volume and increasingly complex review needs.

The Challenge

Nurse reviewers manually assessed advanced procedure and claim-related requests using unstructured clinical documents. The process caused delays, inconsistent determinations, and workflow bottlenecks. Strict HIPAA and audit demands increased compliance overhead, creating operational friction without modern AI support.

The Approach

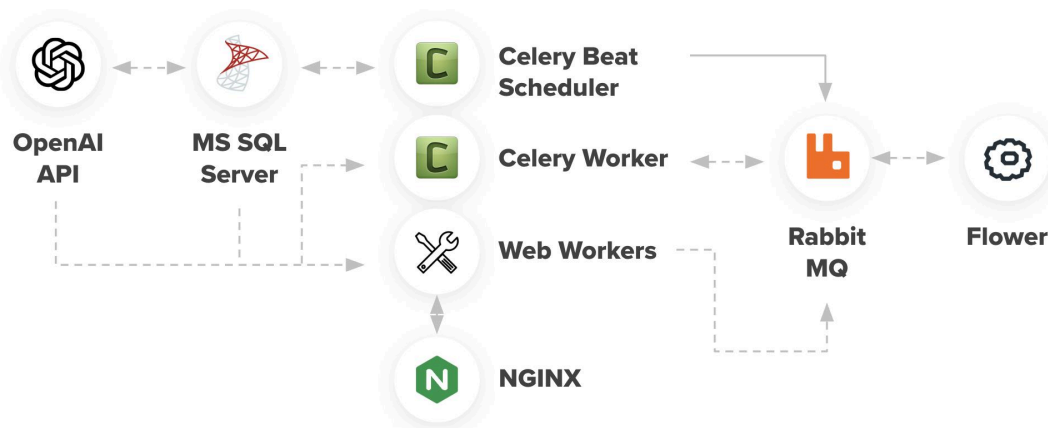
The organization partnered with LaunchPad Lab to run a Blueprint Workshop, aligning clinical, compliance, and IT teams to map workflows, identify inefficiencies, and explore AI opportunities, ultimately defining a scalable strategy to streamline claim reviews, increase accuracy, and reduce overhead.

Pain Points

- ✗ Slow Turnaround Times
- ✗ Inconsistent Determinations
- ✗ Rising Claim Volume
- ✗ Manual Record Parsing
- ✗ High Compliance Overhead

Product Requirements

- ✓ Unstructured Document Processing
- ✓ Core System Integration
- ✓ Guideline Comparison Workflows
- ✓ Human-AI Determinations
- ✓ Compliance-Ready Tracking



Improving Claim Review Speed and Accuracy Through AI Automation

The Solution

An AI-powered document processing assistant was integrated into the claim review workflow to securely extract and structure clinical information, generate nurse-ready recommendations, and ensure HIPAA-compliant handling of PHI.



AI Document Processing – Extracts patient details and provider requests from EHR records and unstructured documents.



Guideline Matching via Milliman Care Guidelines – Aligns each claim with evidence-based criteria.



AI-Powered Determinations – Produces recommendation drafts using structured workflows and refined prompts.



Nurse Review Draft Notes – Formats clear, standardized notes within the EHR for fast clinical review.



Compliance-Ready Outputs – Logs every action with audit-friendly formatting for regulatory oversight.

The Results

With AI embedded in claim review workflows, the company achieved measurable performance gains:

- ✓ **Broader Claim Capacity**
- ✓ **Stronger Compliance Visibility**
- ✓ **Refocused Clinical Effort**
- ✓ **Smarter AI Investment Returns**

24-Hour

Claim Review Turnaround Expected vs. Previous 3–4 Day Process

85-90%

AI Determination Accuracy Achieved with Nursing Team Validation

