

Brand Success Case Study

The Good Doctors' is a team of experts working to provide consultation to the staff of the hospital or clients about;

- The hospitalisation process
- Group health insurance
- Claims processing
- Other related tasks

The process of hospitalisation can get extremely confusing, especially with multiple rules and technology developments. This is where the team of Good Doctors steps in. We make the hospitalisation process seamless.

Our expert team knows even the minute details of claim registration and hospitalisation procedure to help our clients sail through any hindrance in the way of a smooth workflow.

Overview

A hospital is a place full of dilemmas and conundrums that can leave you either frustrated or scratching your head. A hospital employee may be working at the desk, but sometimes, they are unaware of specific processes. In such cases, they get confused and delay the work.

But, hospital staff have no other option but to figure out a way quickly, as hospitals cannot delay treatments.

One such panicky situation is when the patient's cashless insurance fails to come through, and you have to deny treatment. This can create friction between the hospital staff and the patient or their caretakers.

A similar problem had cropped with one of our clients; it disrupted the hospital's daily dealings. The hospital's existing system was not functioning efficiently, causing tension between the staff and the patient.

To tackle the situation, a representative of the Good Doctor's Team stepped in to bridge the issue between the hospital staff and the insurance company.

A Few Challenges Faced by the Patient and the Support Team

For the patient:

- The insurer's portal was not accepting the patient's documents; this was not only delaying the treatment but causing an unwanted delay for the people standing in the queue behind.
- As a result, the cashless insurance process did not complete, which further added to the patient's frustration and uncertainty about the treatment.

For the Staff:

- The staff at the desk did not know about the hospital's cashless admission process and what must be done in case of a discrepancy in the system.
- On the backend, due to a glitch in the ICICI Lombard website, the cashless insurance documents failed to submit on time.
- This further added fuel to the fire leading to a chaos-like situation in the hospital filling the environment with frustration and anger on both sides.

This is not an environment that one would want to see in a hospital. The patient is already in a rush to get treatment; the personnel working also want to process the documents as quickly as possible to ensure a productive work environment.

Good Doctor Team Goals

As a team of professionals, the Good Doctors Team wants to ensure that your internal hospital processes, patient registration, insurance claims approval, etc., work efficiently.

Everyone on the team is a professional and understands the staff's pains and challenges on the ground. They can deliver targeted guidance and help the clients get back on track quickly.

Key Highlights

In the situation described above, the patient's documents were not going through on the insurance provider's website (ICICI Lombard). This led to a delay in processing and patient admission, which ultimately postponed the treatment initiation.

One of the doctors on the Good Doctors Team took the initiative to call the insurance provider to solve the issue from the back end, to get everything back on track.

What Did We Do?

After receiving the client's call about the delay in paperwork processing, Dr. Avanthi got on the case and tried to understand the issue. Two main things were ailing the entire environment at that time.

- The first was the client's lack of knowledge about the cashless hospitalisation process.
- The second was the failure of paper submission due to the website's glitch.

In both cases, it was the client and the patient who were at loggerheads. First, Dr Avanthi walked the client through the cashless hospitalisation process and ensured that the client followed the correct procedure.

Followed by this, Dr Avanthi rigorously followed up with the customer support team of ICICI Lombard on behalf of the client. She took the client's documents and forwarded the same directly to the insurance provider, and got the approval so that the treatment could begin on time.

The Onsurity's Good Doctor Team is adept and highly capable of tackling such intense situations with a calm mind and resolve the issue with minimal damage.

What Were the Results?

First and foremost, the ailing patient was able to get the treatment on time. As a team of professionals working in the healthcare sector, our prerogative is to help the patients first.

Along with this, we were able to resolve our client's issue, which ultimately helped them resolve the point of damage and establish harmony at the front desk.