Cognizant Claims Accelerators
Overview

There have never been so many ways in which IT innovation can be applied to help improve total claim outcome. Our goal is to provide our clients easy access to preconfigured solutions to Accelerate claims performance improvement.

Navigate to solutions across the claims value chain

Cognizant IP

Benefit from Cognizant’s Prepackaged Accelerators
Solutions born out of our work with P&C claim organizations. Many available to take out for a test drive, and available on a software-as-a-service basis.

Partner Solutions

Take Advantage of Our Work with Partners
We have formed partnerships with world-class organizations to expand our Accelerators and simplify access to innovative solutions.

Innovation In - Process

Be at the Cutting Edge of Innovation
All innovation begins with a concept! Cognizant is a leader in rapid prototyping infrastructure and services. Explore pilot ready, Innovation In-Process claims solutions with Cognizant. Ask about our co-investment and venture models with strategic clients.
Cognizant’s Claims Accelerators

Value Chain

Claims Accelerators
Cognizant IP

Claims Accelerators
Partner Solutions

Claims Accelerators
Innovation In-Process

Additional Resources

Avoidance | Notification | Investigate | Evaluate | Settle | Recovery | Experience
---|---|---|---|---|---|---
GeoLocus™ | OptimaClaims - FNOL and Document Management | Interactive Exposure Map | Workers’ Compensation | WorkActivate | | Optima MedWise

Cognizant IP

Human Process Automation
Mobile Claims Adjuster Solution

Partner Solutions

Acrometis CLAIMExpert
Field Adjuster Live
Streaming Video – Eviid

Customer Self-Service
Claim App Eviid

Drones - Measure
Drones as a Service®

SubroPro
Amaili
Solutions Group

Claim Trend
Analysis
Narrative
Science Quill

Innovation In-Process

SafetyNow
FNOL Speech App Uniphore

Subrogation Predictive Analytics

Wearables and Glass – Hands Free Field Adjuster Solution

Subro Complexity Scoring

Navigate to solutions across the claims value chain by clicking on the links above
Claims Accelerators Summaries

Cognizant IP
Cognizant GeoLocus™

SOLUTION OVERVIEW
- Cost-effective, end-to-end, highly scalable, cloud hosted Insurance Telematics solution
- Out-of-the-box integration with core insurance systems
- Portals for all key stakeholders - driver, teen, insured, insurer and fleet manager

VALUE PROPOSITION
- Rapidly launch or augment telematics and usage based insurance programs
- Prevent losses (e.g., teen driving programs)
- Monitor driving behavior, and provide risk analysis (e.g., commercial fleet, driver score analysis, vehicle usage)
- Seamless e-call and FNOL

FUNCTIONALITY
- Out-of-the-box integration with core insurance systems (i.e., ACORD-based message and data models, and interfaces to other COTs products)
- Comprehensive features for addressing end-to-end needs, starting with data collection through analytics
- Smartphone apps that provide a cost-effective option for delivering value-added services such as teen-safety solutions
- Scalable architecture that meets time-to-market challenges

For more information visit: www.cognizant.com/GeoLocus™
Human Process Automation (HPA)

**SOLUTION OVERVIEW**
- Shift rules-based work performed by staff on computers to robotic staff that mimic human actions (e.g., policy search, WC EDI reporting prep, forms and letters)
- Robotic staff are delivered as-a-service to reduce labor costs and increase quality
- Completely custom solution designed to perform specific business processes in your organization

**VALUE PROPOSITION**
- Six weeks to align claim professionals to more appropriate work - HPA documents, tests, builds, and deploys robotic staff
- Faster processing, consistent results, reduce regulatory penalties
- Highly scalable solution with access to "unlimited staff"
- Transparent, ROI based pricing
- No cost proof-of-concept
- Traceable, auditable processing to improve governance
- 4th generation, proprietary robots - 100% reference-able clients

**FUNCTIONALITY**
- Non-intrusive solution which does not require changes to existing applications. HPA replicates user actions, and interfaces with other applications at the presentation layer
- Operates in desktop or batch processing environments
- Existing security mechanisms (e.g., user credentials) can be fully extended
- Proprietary framework includes advanced data assimilation extracting data from structured or unstructured sources
- Work by individual robots is orchestrated by the Global Manager which coordinates tasks and scales the workforce to your work volumes
- Analytics for root cause analysis

**Micro**
- 45¢ per transaction
- $1,100 one time fee

**Basic**
- 75¢ per transaction
- $3,900 one time fee

**Simple**
- $1.00 per transaction
- $6,100 one time fee

**Medium**
- $1.25 per transaction
- $12,300 one time fee
Cognizant OptimaClaims

SOLUTION OVERVIEW

• ACORD form data extract solution to systematize claim set-up, as well as document naming and upload
• Patented advanced data assimilation solution which handles structured as well as unstructured data

VALUE PROPOSITION

• Reduce Claims document processing turn around time
• Improve document management and reduce associated operating costs
• Improve adjuster workload management. Notification of incoming document includes document name and description allowing adjuster to address immediately or save for later

FUNCTIONALITY

• Extract data from ACORD as well as other types of documentation submitted to report a loss, export to claim admin system and set up claim
• Extract data from incoming, regular mail, associate document to the claim, name and upload to the claim file
• Ability to flag high-priority documents
• Ability to customize the data feed so as to upload the extracted data seamlessly to downstream data systems
**SOLUTION OVERVIEW**

- Complete and non-intrusive Medical Necessity Review BPaaS
- Combined technology and clinical services solution ensures appropriate clinical care for Workers Compensation Medical claims through the use of industry guidelines and best practices
- Provides WC Adjusters with a 360 degree view of the claim by providing a dashboard view of claim details, medical bills, medical records, physicians involved, procedures and services rendered
- Offered as combined solution with Acrometis CLAIMExpert, a bill review platform that identifies and rejects ineligible, inappropriate or unrelated submissions (see Acrometis CLAIMExpert for details)

**VALUE PROPOSITION**

- Manage medical leakage
- Demonstrated reduction in medical costs in excess of 5%
- Gain synergies through combined implementation with Acrometis CLAIMExpert (Proven track record to reduce loss and LAE in excess of 10%)

**FUNCTIONALITY**

- Reference treatment plans are created for each medical claim by leveraging evidence based guidelines
- Systemic review of medical records identifies unrelated exceptions to set treatment plan (e.g., pre-existing, co-morbid conditions)
- Registered Nurses are assigned to handle exceptions identified in the form of retrospective procedures review, pre-existing condition and comorbid conditions review
- Resulting recommendations considers the unique aspects of each case and includes documentation of rationale and specific treatment guidelines used in each determination

For more information visit: www.cognizant.com/OptimaMedWise
Cognizant Interactive Exposure Map™

**SOLUTION OVERVIEW**
- Interactive Exposure Map (IEM) creates a visual canvas where Google’s geospatial and social media data is combined alongside weather, census and geopolitical information to help insurers better identify and understand areas of opportunity and risk.
- Geospatial data mapped to insurer policy and claims data.
- Combines business intelligence with geographical information systems (GIS) to help P&C carriers make business-critical decisions.

**VALUE PROPOSITION**
- The analytic power of the Cognizant IEM solution combined with the rich data and intuitive interface can help carriers make informed decisions through a better understanding of the geography of their markets.

**FUNCTIONALITY**
- Exposure mapping is based on a spatial querying engine back end, with a Google Maps front end and Google Places APIs.
- Enables precise geocoding, street view, elevation profiles, styled maps, analytics and an extensive location database.

For more information visit: www.cognizant.com/InteractiveExposureMap
SOLUTION OVERVIEW

- Workers’ Compensation Return to Work solution designed to drive early and on-going collaboration between all RTW stakeholders including workers, employers, insurers, case managers and physicians

VALUE PROPOSITION

- Engages injured worker. Keeps focused and motivated on return to work. Educates and communicates work policies addressing modified and limited duty
- Reduce days return to work

FUNCTIONALITY

- Two core applications, the first, designed for the RTW coordinator to facilitate detailed management, communications and coordination between injured worker, employer, physician and carrier
- The second, a mobile application tailored to keep the injured worker engaged and focused on return to work activities. Leverages gamification tools and techniques to keep connected to the work environment
- Offered as-a-Service via a Cloud support platform

For more information visit: www.cognizant.com/WorkActivate
Mobile Claims Adjuster Solution

SOLUTION OVERVIEW
• Tablet, mobile app enables field adjuster to manage appraisal from assignment through settlement
• Secure, live video streaming for real-time support

VALUE PROPOSITION
• Improve field adjuster efficiency and capacity
• Eliminate need for multiple tools and devices (e.g., note pad, camera)
• Provide ability to complete inspection requirements while on site
• Simplify inspection process (e.g., voice to text, access claim file, estimating applications, capture and submit photos and video)
• Pre-configured integration to core claims and estimating systems
• Meets ‘Millennial’ employee expectations... “There’s an app for that”

FUNCTIONALITY
• Assignment to settlement workflow
• Two way exchange of data with claim admin system and estimating platform
• Route planning and optimization
• View policy data, claims data, prior appraisals, etc
• Capture and upload photos and video
• Voice to text data entry
• Access and complete estimation
• Live stream from site through cellular network and between multiple parties, while recording digital media
Claims Accelerators
Summaries
Partner Solutions
Customer Self-Service Claims Application

**SOLUTION OVERVIEW**
- Rapid stand-up of secure, white-label customer self-service claims application
- Two-way audio and video data capture technology for mobile
- Solution in partnership with Eviid

**VALUE PROPOSITION**
- Assessment of damages early in the claims lifecycle facilitates assignment to appropriate adjuster skill set and method of inspection
- High-definition images allows for accurate assessment of damages. Opportunity to write estimates directly from insured submitted photos and videos. Optimize resource utilization and cost structure
- Date/time/location stamp ensures facts stacks up to policy and story
- Secure environment ensures videos are un-tampered allowing media to stand up to scrutiny in court

**FUNCTIONALITY**
- Easily configurable and branded solution
- Live stream from site through cellular network and between multiple parties, while recording digital media
- Inherently digital data easily follows into communication channels making follow ups processes less time consuming
- Securely record and transmit media within a hosted secure environment with integration to claims portal environment
- Ability to tag or bookmark specific frames for reference
- Full service portal for back office to view past and real time feeds

Eviid – Customer Self-Service Claims Application
Acrometis® CLAIMExpert™

**SOLUTION OVERVIEW**
- CLAIMExpert™ is a SaaS based workers’ comp claims processing platform that identifies and rejects ineligible, inappropriate or unrelated submissions
- Established track record of eliminating up to 19% of medical bills and enabling auto adjudication of 75%
- Offered as combined solution with Cognizant OptimaMedWise™, a medical necessity review BPaaS platform (see OptimaMedWise for more information)

**VALUE PROPOSITION**
- Manage medical leakage
- Proven track record to reduce Loss and LAE in excess of 10%, achievable in the first year
- 75% auto adjudication, allows claims professionals to focus on more urgent claims while improving outcomes
- 100% compliant in all jurisdictions day one
- Gain synergies through combined implementation with Cognizant OptimaMedWise (Demonstrated reduction in medical costs in excess of 5%)

**FUNCTIONALITY**
- CLAIMExpert integrates with existing claims systems and partner connections
- Incoming Documents are scanned
- Documents are ingested into CLAIMExpert, then tagged and Indexed
- Over 10K rules automatically eliminate inappropriate, unrelated and ineligible submissions and expenses
Claim Trend Analysis

SOLUTION OVERVIEW

• Advanced Natural Language Generation (NGL) systems, a subfield of Artificial Intelligence, are currently being utilized in financial services to examine specific sets of data, establish what is interesting about that data based upon training, and communicate those findings in language tailored to a specific audience.

• NGL software is designed to automate a known analytical process, such as report generation, in situations where consistent, structured data is available at scale.

• One opportunity for Claims is the development of claim summary and trend analysis reports at a portfolio or client level.

• Solution in partnership with Narrative Science.

VALUE PROPOSITION

• Improve customer satisfaction by providing personalized, interpretive analysis at scale.

• Achieve consistency in reporting.

• Increase the number of clients receiving tailored reports.

• Improve claims professional productivity and allow focus on case strategy.

FUNCTIONALITY

• Narrative Science's Quill solution is designed to follow an analytical process that is defined in partnership with the client.

• It unearths key findings, supports those insights with drivers and context, and expresses the information as natural language.

Narrative Science™ Quill AI Natural Language Generation

Analyze Generate Inform

Value Chain Cognizant IP Partner Solutions Innovation In-Process Additional Resources
Claims Fraud Analytics

**SOLUTION OVERVIEW**

- Preconfigured, fraud detection platform by FRISS integrated with Cognizant’s BigDecisions
- 50+ implementations worldwide
- Live in 8 weeks with improved fraud detection ROI within 12 months
- FRISS screens at all stages of the claims lifecycle and generates a risk score, indicating whether to settle or conduct further investigation
- Self learning system gains new insights to improve current and future screenings

**VALUE PROPOSITION**

- Improve fraud detection
- Improve loss ratio
- Improve straight through processing while limiting false positives

**FUNCTIONALITY**

- FRISS provides an accurate estimation of fraud and risks with the aid of expert rules, profiles, predictive models, text mining and links to over 100 external data sources
- Insurers are able to define a configuration that matches their specific needs for managing risk and fraud
- Screening is available in three methods:
  1. **Batch** - Single or multiple batch files,
  2. **Real-time** - Via a web service, and
  3. **FRISS online screening** - Manually via a web interface
Field Adjuster Live Streaming Video

SOLUTION OVERVIEW
• Rapid stand-up of secure, field adjuster live-streaming video, collaboration solution
• Live stream from site through cellular network and between multiple parties, while recording digital media
• Solution in partnership with Eviid

VALUE PROPOSITION
• Real-time collaboration in a secure environment enables less experienced adjusters to gain real-time support from senior adjusters and subject matter experts
• Shift assignments to lower cost adjusters and make more effective use of high skilled resources
• Reduce claims settlement time, and loss adjustment expenses
• Prepare for aging workforce. Provide greater opportunity for on-the-job coaching and mentoring
• Secure environment ensures videos are un-tampered allowing media to stand up in court

FUNCTIONALITY
• Inherently digital data easily flows into communication channels making follow up processes less time consuming
• Securely record and transmit media within a hosted secure environment with integration to claims portal environment
• Ability to tag or bookmark specific frames for reference
• Full service portal for back office to view past and real time feeds
Drones

**SOLUTION OVERVIEW**

- Rapid standup of drone fleet configured for property claims and managed by Cognizant and Measure Drones as a Service®

**VALUE PROPOSITION**

- Improved safety and efficiency of field adjusters
- Improved CAT planning
- Improved customer experience
- Allows insurance carriers to utilize drone technology without having to assume the responsibility of owning, configuring, maintaining drone fleet
- All aspects of effectively deploying drone fleet, including training, integration, etc., is managed by Cognizant and Measure

**FUNCTIONALITY**

- Remote or adjuster controlled from site ground level
- Integration with claim admin system and other complementary analytics (e.g., thermal imaging, automated measurement)
Subro Workflow Management and Payment Processing

SOLUTION OVERVIEW
• SubroPro is a workflow and file management solution tailored for claims subrogation
• Enhanced functionality, over and above that typically provided by leading claim admin systems, geared to both subrogation specialist and management (e.g. dashboard, forms and letters, reporting)
• Payment processing functionality systemically associates and applies payment to applicable claim/coverages and processes through financial applications
• Solution in partnership with Amali Solutions Group

VALUE PROPOSITION
• Improve recoveries
• Improve subrogation management, oversight and efficiencies
• Reduce costs
• Minimize manual check processing and accelerate payment posting

FUNCTIONALITY
• Configured integration to leading claim admin systems and E-Subro Hub
• Offered as-a-Service via a Cloud support platform
• Includes advanced scanning and data extraction functionality for check processing
Claims Accelerators Summaries

Innovation-In-Process
SafetyNow

**SOLUTION OVERVIEW**
- Workers compensation, risk management and collaboration platform that proactively anticipates, identifies and prevents loss at the workplace
- “Telematics” of Workers Compensation, capturing and aggregating data from “A Day in a Life” of Worker, Machine and Environment
- An Innovation in Process solution

**VALUE PROPOSITION**
- Build a culture of safety in the work place to prevent work place losses
- Avoidance of lost productivity, replacement labor and WC cost
- Reduction in workers comp claims paid
- Avoidance of litigation and employer liability payments
- Improved loss ratio
- Increased productivity of loss control organization

**FUNCTIONALITY**
- Data aggregator and analytics solution capturing and synthesizing data regarding machinery, materials, worker, and environment
- Product safety bulletins, loss control and risk reporting, safety scorecards, employee safety performance reporting, incident location environment reporting
- Extendable to property/fire, fleet management
FNOL Speech App

SOLUTION OVERVIEW

• Less experienced, call center representatives potentially miss cues normally picked up by an experienced adjuster

• Real-time key word and phrase search at time of claim notification flags high priority or at risk claims (e.g. subrogation)

• An Innovation in Process solution in partnership with Uniphore

VALUE PROPOSITION

• Increase proportion of claims identified for priority treatment

• Improve recoveries and mitigate losses

FUNCTIONALITY

• Uniphore auMina speech analytic software searches for key words and phrases chosen by the insurer (e.g. washing machine hose, parking barrier rebar) and identifies in real-time

• Call center reps can be prompted to next steps, such as advise insured to preserve scene and evidence, or notify adjuster of special handling
Wearables and Glass – Property Field Adjuster Solution

**SOLUTION OVERVIEW**
- Wearable technology enables hands-free inspection of property and real-time video conferencing
- An Innovation in Process solution

**VALUE PROPOSITION**
- Enable safe and secure site inspection and data entry while viewing damages (e.g., estimating application)
- Video conferencing allows real-time collaboration between less experienced adjusters and subject matter experts for coaching and issue resolution
- Shift field assignments to lower cost adjusters while making more effective use of higher skilled and cost resources
- Reduce claims settlement time, and loss adjustment expenses
- Improved on-the-job training

**FUNCTIONALITY**
- Photograph loss scene with zoom capabilities for loss area
- Take linear and area dimensions
- Voice to text with uploads to claim admin system
- Key data into estimating app while viewing damages, dimensions, etc
Subro Predictive Analytics

SOLUTION OVERVIEW

- Data analytics solution used alongside existing manual referral process to help catch missed opportunities for recovery
- An Innovation in Process solution

VALUE PROPOSITION

- Increased recoveries. Example: 1% additional referrals against claims paid of $1.5 billion results in $5 million additional recoveries annually
- Identification of subro opportunities early in the claim lifecycle allows carrier to advise insured to preserve scene and evidence

FUNCTIONALITY

- Key word and phrases, selected by carrier (e.g. parking barrier rebar), are searched at claim notification. Alerts provided to FNOL taker (see FNOL Speech App)
- Aggregate 1st and 3rd party data (e.g., NHTSA, Consumer Product Safety Commission) and compares against loss details
- Product liability: Compares insured asset (e.g., auto, product, machinery) against 3rd party sources indicating product recalls or safety issues
- Contractor liability: Compares contractor name against 3rd party sources which indicate lawsuits, or adverse consumer ratings
- Auto: Compares % liability as entered by the claims adjuster against state negligence laws
Subrogation Complexity Scoring

**SOLUTION OVERVIEW**

- Subrogation data analytic solution scores files based upon propensity to escalate to arbitration / litigation and potential recovery amount
- Files are scored early in the claims lifecycle, and claim adjusters are advised of appropriate level of investigation required for successful subrogation
- Files also scored post settlement / at point of referral to the subrogation unit to facilitate skill based assignment
- An Innovation in Process solution

**VALUE PROPOSITION**

- Increase recoveries
- Increase proportion of files successfully moved through arbitration and litigation, while limiting complete investigation requests to claim adjusters to the most appropriate file
- Assign the right file to the right subro specialist skill set, improve recoveries per file

**FUNCTIONALITY**

- Data analytics solution scores file based upon probability of collecting on a subrogation demand and probability to litigate successfully
- UM / individual score is based upon factors related to personal situation and assets
- Carrier score relies on past experience with the carrier and reputation for accepting or modifying subro demands
Cognizant Claims

Additional Resources
### Rapid Claims Innovation Resources

#### Cognizant Rapid Claims Innovation

**Cognizant Claims Ignite Workshop**

Cognizant’s Claims Ignite Workshop is an engaging and interactive, working session conducted with claim executives, IT and Claims SMEs, to explore emerging technologies and claims use cases. Participants will work with thought leaders, blueprint with key and actionable discussions to ensure the art of the possible. This workshop event can be remotely facilitated or conducted at client locations.

**Cognizant’s PoC FRAMEWORK**

- **ARCHITECT**
  - Define requirements
  - Location and geographical
  - Participating in the PoC
- **MODELIZE**
  - Professional and process
  - Axiom of access
  - Define interfaces
  - Navigate data to evaluate benefits
- **EXECUTE**
  - Execute pilot processes
  - Environment and data
- **OBSERVE**
  - Measure benefits
  - Share learnings
- **MAGNIFY**
  - Benefit high-level
  - Cognizant future operating model

**www.cognizant.com/rapid-claims-innovation**
LET'S TALK

Don't wait for the future of the insurance industry to overtake you. Learn more about the Cognizant Claims Accelerators solution by contacting us now ClaimsInnovation@Cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 255,800 employees as of September 30, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.