

# Claims processing now with Radiology imaging

Pellucid Consulting Group helps Star Health & Allied Insurance expand to 12 new geographical regions by introducing a new way to process radiology claims.



### CUSTOMER PROFILE

NAME: Star Health & Allied Insurance

COUNTRY: India

INDUSTRY: Medical Insurance

WEB: [www.starhealth.in](http://www.starhealth.in)

### CHALLENGE

Staying competitive while expanding to new geographical regions.

Dealing with Radiology films in claims processing.

### SOLUTION

Star Health & Allied Insurance worked with Pellucid Consulting Group to inject digital radiology and ultrasound images inside its existing web based Claims Processing Software

A rugged & cost effective film digitizer, built by Pellucid Consulting Group converted the radiology films to diagnostic quality DICOM images.

### BENEFITS

Cost savings of over 2 Million USD.

A completely filmless process made geographical constraints irrelevant allowing Star Insurance to expand to 12 new geographical regions

Zero service disruption during transition.

India's first stand-alone health insurance company, Star Health & Allied Insurance was formed with a capital base of over 60 Million USD. With Radiology & ultrasound claims making up over 30% of total reimbursements, Star Insurance needed a way to process claims without swimming the ocean of Radiology films.

Pellucid Consulting Group helps free its dependence on films by injecting digital medical images inside its existing claims processing software.



## CHALLENGE

Star Insurance's reimbursement policy mandated that radiology images be treated as evidences. Its claims process however was ill equipped to handle the deluge of x-rays, ultrasounds, CTs and MRI films. The hassle of shipping films was putting downward pressure on turn around efficiency; this was apparent as Star Insurance expanded to new geographical regions.

Star Insurance realized that "filmless" workflow was the way to go; existing digitizers in the market however, were unsuited to their back office environment.

The challenge of introducing digital medical images in their claims software proved to be more complex than anticipated.

## SOLUTION

**MAKE IT FILMLESS:** Star Insurance's back office identified diagnostic quality, ruggedness, affordability and reliable service support as key priorities. With

none of the digitizers in the market meeting the strict selection criteria set out, Pellucid Consulting Group collaborated with Star Insurance to built a radiology film digitizer suited to their needs. These digitizers were introduced at all their collection points.

**FILMLESS AND BOUNDRYLESS:** For medical images to be diagnostic quality, they must be in a special format called DICOM, DICOM images are heavy files, which are difficult to move around and occupy space. For Star Insurance, instant access to these images in far flung corners of the country was critical for quick and efficient claims processing.

Pellucid Consulting Group's DICOM router enabled the secure and rapid movement of these images across Star Insurance's nationally distributed business. In addition Pellucid's technologies allowed these images to be "plugged-in" to Star Insurance's existing Claims processing software, without service disruption or complex integration.

## IMPACT

Star Insurance was able to reduce costs by eliminating the logistical network to ship radiology films; the projected saving in fraudulent claims and shipping costs alone are 2 Million USD over 5 years.

With instant access to diagnostic quality radiology and ultrasound images, turn around efficiency improved more than 50%, which allowed Star Insurance to re-engineer process for scale, and expand to 12 new geographical regions.

# Digital Radiology & Ultrasound in Medical Claims processing



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