

Healthcare

Enhancing grievances and appeals categorization: Gen AI for a leading US health insurer

Challenge

The client faced significant challenges in categorizing grievances and appeals (G&A) cases. The process was heavily reliant on manual and subjective reviews, which involved interpreting medical records and regulations. This reliance led to inconsistency and erroneous categorization. Additionally, the high volume of G&A cases

created backlogs, driving up administrative costs and delaying timely patient care. The G&A and quality review medical director (QRMD) teams were required to perform a huge amount of manual work to analyze and categorize the incoming cases, further exacerbating the issue.

Solution

The healthcare organization selected Cognizant to embark on a transformative journey to enhance their G&A process, implementing a gen AI-powered solution over a structured timeline. Cognizant's solution involves developing a gen AI-powered grievances and appeals categorization assistant designed to automate and enhance key tasks within the process:

- **Intent and entity recognition:** Automatically understand the intent behind an appeal and extract relevant information from various (structured and unstructured) document types.
- **Dynamic knowledge mapping:** Map identified entities and concepts to relevant regulations, policies and medical records to provide comprehensive context for decision-making.
- **Decision support:** Based on extracted information and contextual knowledge, predict category, subcategory and summary of case.

Outcomes



\$1.4M

Cost savings over 3-year period due to rapid FTE reduction as a result of automated G&A case triage process



20 to 5 FTEs

Rapid FTE reduction from 20 to 5 over 7 months due to automation of case triage process



90%

Accuracy rate in the case triage automation process

Why Cognizant

"Cognizant will work within your current analytics environment to develop and execute an AI-embedded strategy to expand insights capabilities beyond your data experts to more business users, enabling fast and convenient new forms of content interaction. With hyper-personalized recommendations and customizable delivery, you'll have the right insights – in real-time, anywhere, on any device – to drive your business forward with precision and confidence."



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