Smart Case Management

Emily V. Burns
Agenda

• Case Elements

• The Relationship of Case to Process
  ➢ One-to-Many
  ➢ Nested & Heterogeneous

• Pega Smart Case Management:
  ➢ Supporting Cases and their Related People and Processes
Case Management: A Mammoth *Process* Problem

- Looks like a Bodily Injury claim to me
- I think it's actually just a customer inquiry
- No, it's a Vehicle Damage Claim
- No, you're wrong, it's a Fraud Investigation
- Looks like a pretty tricky exception to me
Case Management is the coordination of multiple tasks—planned or unplanned— and associated content, towards a concrete objective or goal.

The nature of the work, means that cases are subject to change based on events, and generate events themselves.
Example: Auto Claim

Case: Policy holder submits claim in at-fault accident

Tasks and Subcases
- Obtain police report
- Site visit for verification
- Interview parties
- Request submission of hospital bills
- Interview Insured
- Interview witnesses
- Subcase 1: Bodily injury to insured
- Subcase 2: Vehicle Damage Claim for 3rd party
- Subcase 3: Vehicle Damage Claim

Content/Attachments
- Police Report
- Physician Statement
- Interview transcripts
- Damage assessment and repair estimate

Channels
- Phone
- Mail
- Fax
- In-Person
- Online

Subjects
- Insured
- 3rd Party

Related Cases
- Prior Claim A
- Prior Claim B
- Prior Claim C

Case Workers
- Bodily Injury
- 3rd Party's Insurance Representative
- Vehicle Damage Assessment
Example: Auto Claim

Case: Policy holder submits claim in at-fault accident

Tasks and Subcases
- Obtain police report
- Site visit for verification
- Interview parties
- Request submission of hospital bills
- Interview Insured
- Interview witnesses
- Obtain physician statement
- Subcase 1: Bodily injury to insured
- Subcase 2: Vehicle Damage Claim for 3rd party
- Subcase 3: Vehicle Damage Claim
- Site visit for initial assessment of damage
- Damage assessment and repair estimate
- Obtain damage estimate from repair shop
- Obtain 3rd Party’s Insurance Representative
- Bodily Injury

Content/Attachments
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Section
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Related Cases
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Bodily Injury
Example: Auto Claim

Case: Policy holder submits claim in at-fault accident

Tasks and Subcases
- Obtain police report
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- Interview parties
- Request submission of hospital bills
- Subcase 1: Bodily injury to insured
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- Subcase 2: Vehicle Damage Claim for 3rd party
- Obtain physician statement
- Site visit for initial assessment of damage
- Subcase 3: Vehicle Damage Claim
- Related Cases
  - Prior Claim A
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Content/Attachments
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Subjects
- Insured
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Case Workers
- Bodily Injury
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Channels
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Related Cases
- Vehicle is a Total Loss
Example: Auto Claim

Case: Policy holder submits claim in at-fault accident

Tasks and Subcases
- Obtain police report
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- Interview parties
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Related Cases
- Bodily Injury Vehicle Damage
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- Vehicle Damage Assessment

Case Workers
- Bodily Injury
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Tasks and Subcases
- Site visit for verification
- Interview parties
- Request submission of hospital bills
- Interview Insured
- Interview witnesses
- Obtain police report
- Subcase 1: Bodily injury to insured
- Subcase 2: Vehicle Damage Claim for 3rd party
- Subcase 3: Vehicle Damage Claim
- Site visit for initial assessment of damage
- Obtain damage estimate from repair shop
- Damage assessment and repair estimate
- Interview insured
- Interview witnesses

Subject
- 3rd party
Example: Auto Claim

Case: Policy holder submits claim in at-fault accident

Tasks and Subcases
- Obtain police report
- Site visit for verification
- Interview parties
- Request submission of hospital bills
- Interview insured
- Interview witnesses
- Subcase 1: Bodily injury to insured
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- Subcase 2: Vehicle Damage Claim for 3rd party
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- Subcase 3: Vehicle Damage Claim
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Relationship of Case to Process: One to Many
Case Processes: Nested and Heterogeneous
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Case Processes: Nested and Heterogeneous
Case Processes: Dynamic & Event-Driven
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Three Over-Arching Case Types

Source: Forrester Research
Cases Change Throughout Their Lifecycles…

Request: Reimburse for Lost Item

Source: Forrester Research
Cases Change Throughout Their Lifecycles…

Source: Forrester Research

Request: Reimburse for Lost Item
Cases Change Throughout Their Lifecycles…

Request: Reimburse for Lost Item

Exception: Item type typically not covered

Source: Forrester Research
Cases Change Throughout Their Lifecycles…

Source: Forrester Research

Request: Reimburse for Lost Item

Exception: Item type typically not covered
Cases Change Throughout Their Lifecycles…

Fraud Investigation: Possible fraud

Request: Reimburse for Lost Item

Exception: Item type typically not covered

Source: Forrester Research
…And the Processes Needed to Resolve Them Change, Too

Source: Forrester Research
Poll

• What type of cases are you managing predominantly?

A. Service Request Cases
B. Incident Management/Exception Cases
C. Investigative Cases
D. Our cases go through multiple phases and types
E. Not captured in these three case types
Cases Must Interact with Other Cases Throughout their Lifecycles

<table>
<thead>
<tr>
<th>Possible Related Cases</th>
<th>Re-Open</th>
<th>Associate as Related Case</th>
<th>Associate as Subcase</th>
<th>Close/Consolidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other work related to Case Subject</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prior Cases (Closed)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Duplicate</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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</table>
# Key Process Traits in Case Mgmt

<table>
<thead>
<tr>
<th>Context-Driven</th>
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<tbody>
<tr>
<td>• The context of a case, and the associated business policies dictate how the case is handled</td>
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</table>

<table>
<thead>
<tr>
<th>Nested/Hierarchical &amp; Heterogeneous</th>
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<tbody>
<tr>
<td>• Nested Cases</td>
</tr>
<tr>
<td>• Nested Processes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event-Driven</th>
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<tbody>
<tr>
<td>• Respond to and generate events</td>
</tr>
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<table>
<thead>
<tr>
<th>Dynamic</th>
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<tbody>
<tr>
<td>• Cases &amp; their processes differ based on context</td>
</tr>
<tr>
<td>• Cases &amp; their processes change in response to events</td>
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<table>
<thead>
<tr>
<th>Ad Hoc</th>
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<tbody>
<tr>
<td>• Must support ad hoc changes and additions to processes and case</td>
</tr>
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<table>
<thead>
<tr>
<th>Collaborative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Multiple workers, multiple skill-sets, multiple channels</td>
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<table>
<thead>
<tr>
<th>Content-intensive</th>
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<tbody>
<tr>
<td>• Content generated</td>
</tr>
<tr>
<td>• Content can drive the case &amp; its processes</td>
</tr>
</tbody>
</table>
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Enterprise Case Management Means…

Supporting All Types of Cases
- Service Request
- Incident Management
- Investigative

Supporting All Roles
- Worker
- Manager
- C-Level
- External User

Support All Case Processes
- Simple, Highly structured
- Complex, Highly structured
- Totally Ad Hoc
- Hybrids
Pega Smart Case Management: Supporting all Types of Cases
Pega Smart Case Management: Supporting all Types of Cases

- Service Request
- Incident Management
- Investigative
- New Business

Supporting All Roles
- Worker
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Support All Case Processes
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Supporting All Types of Cases

Graphic Source: Forrester Research

© Pegasystems 2009
Pega Smart Case Management: Supporting all Types of Cases

- **Supporting All Types of Cases**
  - Service Request
  - Incident Management
  - Investigative
  - New Business

- **Supporting All Roles**
  - Worker
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- **Support All Case Processes**
  - Simple, Highly structured
  - Complex, Highly structured
  - Totally Ad Hoc
  - Hybrids

- **Customer Service Requests**
- **Claims Management**

- **Risk mitigation**
- **Benefits administration**
- **Loan origination**

- **Acute healthcare**
- **Dispute resolution**
- **Order exception management**

- **Audit requests**
- **Compliance and fraud**
- **Mergers & acquisitions**

- **eDiscovery**
- **Customer experience**
- **Project support**

- **Dispute Resolution**
- **Patient medical records**
- **Incident Management**

Source: Forrester Research

© Pegasystems 2009
Pega Smart Case Management: Supporting all Types of Cases

Supporting All Types of Cases
- Service Request
- Incident Management
- Investigative
- New Business

Supporting All Roles
- Worker
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- C-Level
- External User

Support All Case Processes
- Simple, Highly structured
- Complex, Highly structured
- Totally Ad Hoc
- Hybrid

Customer Service Requests

Claims Management

Financial Crimes Management

Care Management

Dispute Resolution

Risk mitigation

Compliance and fraud

Loan origination

Benefits administration

Acute healthcare

Customer experience

Dispute resolution

Patient medical records

Order exception management

Incident Management

Cost control

Audit requests

Regulatory queries

Graphic Source: Forrester Research

© Pegasystems 2009
## Pega Smart Case Management: All Roles & All Case Processes

<table>
<thead>
<tr>
<th>Knowledge Worker</th>
<th>Knowledge Assisted Worker</th>
<th>Clerical / Manufacturing Worker</th>
</tr>
</thead>
</table>

### Structured Case

- **Predictable Workflow/BPM**
- **Short Duration**

<table>
<thead>
<tr>
<th>My Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline</td>
</tr>
<tr>
<td>1/16/2019</td>
</tr>
<tr>
<td>2/16/2019</td>
</tr>
<tr>
<td>3/16/2019</td>
</tr>
<tr>
<td>4/23/2019</td>
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</tbody>
</table>

### Semi-Structured Case

### Dynamic Case

- **Unstructured Collaborative**
- **Long Duration**
Pegasystems THE Leader in Business Process Management

Gartner Magic Quadrant, for Business Process Management Suites, February 2009

The Forrester Wave™, Human-Centric Business Process Management Suites for Java platforms, 2007
BAA: A Case Mgmt Approach to Aircraft Turn-Around

Business Objective:
Departing Aircraft Punctuality

Results:
- Airport Running at 98.7% Capacity
- On-time departures up from 68% to 83%

Case Subject: Aircraft Turn-Around

Channels
- Radar
- CDM Portal
- Mobile Phone
- Handheld Devices

Content/Attachments
- Min Target Turn-Around Time
- Passenger Info
- Flight Update Message

“Case”workers
- Stand planners
- Airline Operations Staff
- Airport Staff

Related Subjects
- Passenger(s)
- Bags

Related Cases
- Match Bags to Passengers
- Board Passengers

Events:
- External, Internal

Weather
Security Alert
Mechanical Delay

Air-to-Air 1578

Inbound Flight Activities
Landing
Taxiing
Outbound Flight Activities

Cleaning
Bags
Refuelling
Passenger Mgmt
Departure Scheduling

Boarding
Baggage Reconciliation
Inbound Flight
Outbound Flight

Related Cases
Thank you!

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- 617-866-6327