Medical Coding – Case Study

Client Profile:

The client is an American multinational company operating in Health Information services and Clinical Research fields. One of the divisions of company provides Marketing insights & Product strategy support solution to Pharmaceutical companies.

Project Brief:

The project entailed digitization of prescribed medication and commensurate diagnosis coding

Business Challenge:

Marketing insights are to be derived by collecting handwritten/digital prescriptions from a panel of doctors spread across the country, across specialities, digitizing the prescriptions, coding the brands and diagnosis and analysing region wise brand performance. The Medical coding work was done at client's end with a large team of medical coders. There was a business requirement to increase the monthly throughput of the coded data, for which client was required to increase the team size. Scaling up was a challenge as this would entail higher overheads. So, they were looking for an outsourcing partner who can provide the required scalability and quality with optimum costs.

Project requirement:

The project entailed deep knowledge and understanding of basic Human Anatomy, Physiology, Pharmacology, close to 11000 Diseases, Symptoms, Prescription reading, more than 30,000 Brands, Medical Nomenclature, Coding Nomenclature, ICD Coding, Drug combinations, Multiuse Drugs across 21 specialities.

The project also required quick ramp up to support medical coding throughput of 0.2 Mn cases per month

Role of BDS:

BDS was required to understand the doctor handwriting, read the prescriptions, comprehend the brands and basis the same code the diagnosis which is the most critical domain-based aspect of the project.

Team comprising Physicians and Life science graduates was formed. A robust training mechanism comprising of classroom and practical training was developed and imparted with deep focus on developing fundamental knowledge of medicine and pharmacology. Refresher training programs were designed for continuous learning and improvement basis the feedback.

Quality was ensured by 2-pronged approach of Error Avoidance and Error Correction. Focussed training, planning and allocation strategy and use of statistical techniques were deployed for error avoidance. Multi layered review process was institutionalized for error correction.

Success Story:

BDS has successfully met the throughput and quality SLA which has led to continuing engagement with client and a roadmap is now being put in place to grow the engagement in scope. This has assisted client to solve the business challenge to scale up optimally and client is able to completely focus on their core offering of analytics and insight generation.