

Optimising Medical Referrals: From Discovery to Roadmap Delivery

Challenges and Opportunities

- **Inefficiencies:** Increased case touchpoints and handling times due to missed automation opportunities.
- **Process variability:** Lack of visibility into how processes are performed, with uncontrolled variability.
- **Unclear standards:** Inconsistent process and procedure documentation and version control.
- **Fragmented alignment between system and process:** CRM system did not fully support the referral workflow requirements.

The Approach we Used

- Leading BPM tool implemented.
- Top-down process framework established.
- As-is processes discovered across the target end-to-end.
- Future state processes designed using gap analysis.
- Improvement initiatives delivered in a prioritised roadmap.

Results

Process improvements:

A prioritised roadmap of actionable improvement initiatives handed over for execution.

Documentation control:

Central repository with versioning ensured all SOPs and policies would stay up-to-date.

Blueprint for standardisation:

To-be processes provide a foundation to drive consistent practices across regions.

Process-led system alignment:

Designed future-state processes to guide targeted CRM improvements.

