Case Study: Transforming Prior Authorization with AI

HEALTHHELP
A **WNS** COMPANY
AI POWERED. HUMAN LED. FUTURE READY.

A Collaboration Between Geisinger Health Plan, WNS-HealthHelp, and Anterior

Introduction

Prior authorization has long been a friction point for payers, providers, and patients—causing delays, unnecessary denials, and provider dissatisfaction. Recognizing the need for change, Geisinger Health Plan, WNS-HealthHelp, and Anterior partnered to reimagine the process. By combining clinical expertise, advanced AI, and payer-provider collaboration, the initiative aimed to reduce administrative abrasion, improve turnaround times, and deliver faster, more accurate decisions.

Challenges

Geisinger Health Plan faced issues common across the industry: administrative burden on providers, slow turnaround times for escalated cases, and patient care delays resulting from prior authorization bottlenecks.

In the words of Geisinger Medical Management Director *"Providers are extremely vocal about the administrative abrasion that the prior authorization process can create. We needed a way to improve both the speed and the accuracy of decisions while strengthening the payer-provider-patient relationship and ensuring the highest quality patient outcomes."*

The Solution

The partnership brought together: Geisinger Health Plan—driving member-focused outcomes and provider collaboration; WNS-HealthHelp—delivering utilization management expertise and a proven clinical consultative model; Anterior—providing advanced AI technology to deliver highly accurate recommendations.

Results

Impact Area	Results
Turnaround Time	50–70% reduction for escalated cases requiring clinical review
Automation	76% reduction in approvals requiring human review
Speed	Near real-time approvals—often within minutes
Provider Satisfaction	Higher NPS scores driven by quicker, more accurate responses
Care Delivery	Stronger payer-provider-patient relationships & faster access to necessary care

Testimonials of Success

Geisinger Medical Management Director on the broader impact: *"It's not just about speed—it's about increased accuracy, better quality outcomes, and building stronger relationships across payers, providers, and patients."*

Anterior Medical Director: *"This partnership brings engineers and clinicians working side by side to really bring something extremely efficient to the market."*

WNS-HealthHelp Product & Strategy Lead: *"Cases that a nurse would work for a day or two are now turned around in a couple of minutes. Providers notice the difference—and patients benefit immediately."*

Conclusion

The partnership between Geisinger Health Plan, WNS-HealthHelp, and Anterior shows what's possible when AI and clinical expertise unite. By combining accuracy, speed, and collaboration, the organizations are setting a new benchmark for prior authorization—improving outcomes for patients, providers, and payers alike.