



Orchestrating Intelligent Prior Authorization for Collaborative Care

This is our story of co-creating a smarter, clinically collaborative [Utilization Management \(UM\)](#) model for a large regional US health plan. Facing rising denial dependence, provider friction and regulatory pressure, the client partnered with WNS-HealthHelp to re-design prior authorization across high-impact specialties. The result was a sustainable savings model rooted in clinical optimization, not denial volume, delivering measurable financial impact, stronger provider alignment and future-ready governance.

The Industry Landscape: Re-imagining UM in a Value-based Environment

In today's [healthcare](#) ecosystem, prior authorization is under intense scrutiny. Regulators demand greater transparency, providers expect collaboration rather than confrontation and members increasingly value seamless care journeys. Traditional denial-driven UM models may deliver short-term cost containment, but they often create long-term strain.

Forward-looking health plans are shifting toward clinically governed, data-enabled models that proactively optimize care decisions, reduce friction and generate sustainable savings without over-reliance on denials.



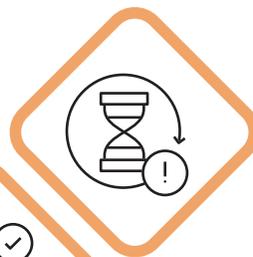
The Client Challenge: High Denials | Provider Friction | Unsustainable Cost-Control Model

The health plan's commercial UM program had reached a strategic inflection point. Financial performance was heavily reliant on prior authorization denials rather than proactive care re-direction or evidence-based modification.

Key challenges included:

Growing administrative burden
across clinical operations

High denial rates
as the primary
savings lever



Risk of long-term
provider network
strain and
reputational exposure

Increasing provider
dissatisfaction and rising
appeal volumes



Regulatory pressure to
demonstrate transparency
and measurable value

Leadership recognized that sustaining performance would require a fundamental shift, from adversarial gatekeeping to collaborative clinical optimization.

The Solution: Intelligent, Clinically Collaborative UM

WNS-HealthHelp partnered with the client to re-design the UM model across Cardiology, Musculoskeletal (MSK), Sleep and Surgical Services. The new model moved from reactive denial control to proactive, evidence-based care optimization.

Key components of the transformation included:



Proactive Provider Outreach

Cases were identified and reviewed early, enabling structured outreach to providers before decisions escalated into denials or appeals.

Specialist-led Clinical Governance

Board-certified specialists conducted peer-to-peer consultations aligned with comprehensive clinical guidelines, ensuring evidence-based and defensible decisions.

Modification-over-Denial Strategy

Instead of defaulting to denials, the model prioritized procedure modifications, diagnostic substitutions and clinically appropriate case withdrawals.

Intelligent Operations Enablement

The transformation was supported by automated intake and intelligent case routing, structured documentation workflows, transparent, audit-ready decision capture and data-driven performance measurement.

Together, these capabilities created a scalable, compliant and sustainable UM operating model.

The Outcome: Sustainable Savings | Lower Friction | Stronger Provider Advocacy

The engagement fundamentally re-shaped how the client's UM ecosystem functioned.

From

Reactive case reviews



Denial-driven savings



Provider abrasion



Appeal-heavy workflows



To

Automated intake and proactive case review



Care optimization-driven financial performance



Specialist-guided collaboration



Reduced friction and improved alignment



Tangible outcomes included:



50 percent reduction in denial rates without compromising overall savings



USD 8 Million in annualized savings generated through care optimization and evidence-based modifications



4.9x net direct savings ROI, delivering strong CFO-level impact



Provider NPS of 60, reflecting a shift from friction to advocacy



Lower appeal volumes and reduced administrative overhead



Stronger regulatory resilience through transparent, audit-ready documentation

About WNS-HealthHelp

HealthHelp, a unit within WNS / Capgemini, has been a trusted partner for health plans' clinical programs for over 25 years. Our unified suite of Advanced AI powered technology platform-based solutions simplifies medical complexity and workforce challenges, and enhances provider relations and member journeys (i.e., customer experiences). Our uniquely designed UM and clinical solutions were developed to fit into health plans' existing clinical programs to advance outcomes and success. We work in partnership to understand health plan commercial and Medicare clinical programs, and determine where our solutions can advance outcomes and lower cost. There is no one size fits all, and we know how to expediently deliver the best tailored solution for a specific health plan's needs.

To know more, write to us at sales@healthhelp.com or visit us at www.healthhelp.com

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