

SHIFT

The FWA RFP Guidebook

A guide to evaluating modern solutions to mitigate
healthcare fraud, waste and abuse

Introduction

If you're reading this, it's safe to assume you're fighting the same battle we all are; healthcare's estimated multi-billion dollar, sometimes estimated at a trillion dollars, improper payment and fraud, waste and abuse problem.

Whether you've been in this industry for 25 minutes or 25 years, you have seen schemes and tactics of bad actors evolving - taking advantage of changing regulations, increased access to care, complex treatments or system cracks and loopholes.

As a problem grows in size and complexity, it's human nature to build a bigger army to fight it. However, in today's fight for payment integrity, growing the team is not always the solution, but working smarter by leveraging modern partners and resources.

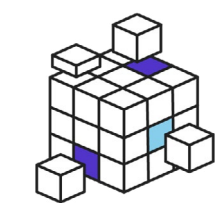
While bad actors have progressed and had their own adaptations, the approaches and technology to fight healthcare FWA are making major advancements as well. If you're looking to leverage new technology to fight evolving fraud, your RFP standards should eliminate any outdated vendor tools.

Ask the right questions.

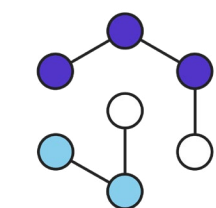
As a health plan, are you still leveraging RFP standards from past cycles? The battle you're fighting today cannot be won with yesterday's solutions, so it's critical that you find the right solution with the right tools that are cost effective and easy to implement. Below are recommendations based on global and national expertise in the healthcare FWA industry that we suggest any health plan require when moving forward with their RFP.

Implementation:

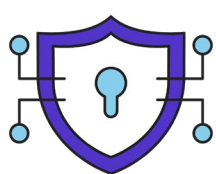
Great decisions take great data, and as today’s saying goes, “good data in, good data out.” What should you look for in a vendor when it comes to implementation, data prep, and setting your FWA strategy up for success?



Limitless data integration: Understand any data restrictions or requirements, as well as what type of additional data your vendor can integrate into their solution. Getting the best view of your plan and activity is essential, and limitations should not get in your way.



Data cleansing & mapping: Know the vendor’s capabilities for prepping data to ensure the best analytic result. Find out any constraints around mapping such as gaps in healthcare expertise or tedious manual techniques that may cause unexpected strain on your team, or impact the quality of analysis. What advanced techniques is the vendor using to ensure and enhance the quality of data?



IT Resources: Watch out for implementation processes that rely heavily on your existing teams. Bringing on a vendor to gain efficiency in your process should not be a full time job for a health plan’s IT team, so be sure to understand what the vendor takes on to reduce the lift from the health plan.



Speed & Ease: Get realistic expectations on an implementation timeline, required resources and overall plan to know what it takes to get started, and how quickly you can begin seeing results and impact.

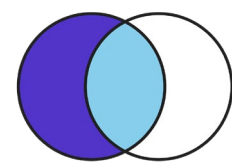
Hear from an expert.

Ricky D. Sluder, CFE explains the importance of integrating any data in any form for the best analytic result.

[» Read here](#)

Alert Accuracy & Enhancing Investigations:

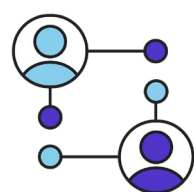
When vendors talk about sophisticated AI techniques to capture evolving schemes or eliminate false positives, what steps are they taking? Don't settle for a rules-based detection approach when today's AI-powered technology can be doing so much more. Keep an eye out for capabilities such as:



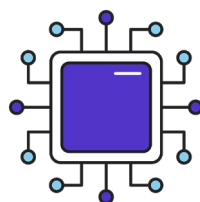
Entity reconstruction: Providers, facilities or members could be using alternate names, information or spellings, but in reality are just one single entity. Automate the grouping and consolidation of these separate IDs using AI for faster, more impactful investigations with increased accuracy.



AI-Powered Document Analysis: Natural Language Processing, OCR, and growing Generative AI capabilities are making document and content analysis faster and more powerful than ever.



Network detection: Many times, one suspicious claim could be the tip of the iceberg. Use AI-powered network or relationship analysis to automatically identify relationships and larger groups of suspicious activity to expand investigations and uncover higher value cases faster.



Continuous Learning: Alert qualification and machine learning techniques such as reinforcement learning ensure that models are automatically increasing in accuracy and improving over time - detecting more emerging and evolving FWA than ever before.



Explainability: Spend time investigating alerts, not figuring out what "7 standard deviations from the mean" means or why the alert occurred. Today's technology can bring all of this information together and provide the why behind an alert. Ensure your platform isn't a black box, or adds extra complexities to your investigations.

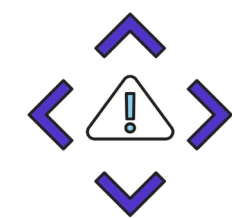
Hear from an expert.

Ricky D. Sluder, CFE
illustrates the advantages
of network detection for
higher value FWA cases.

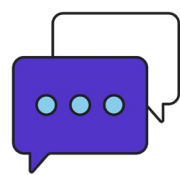
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Case Management & Reporting:

You're managing caseloads, collaborating with teams, consolidating investigative documents and buttoning up cases to pass off to law enforcement. You're generating reports and keeping everything in order for when audit season strikes. Case management is an essential, full time job on its own - especially with manual tools or siloed information. Today, this does not mean taking on a separate vendor for case management or settling for light features - but having these robust, vital tools embedded in your current system.



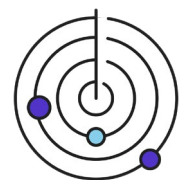
Triaging & Case Assignment: As an SIU leader, you need to make fast, informed decisions on what alerts your team pursues; balancing impact and workload management. Ensure your vendor can streamline this critical step without the cost of quality.



Seamless Communication: E-mails, document requests, case notes and communication should not require additional platforms or live in disparate systems that are difficult to track down. Ensure your vendor streamlines these connections and brings this into one place.



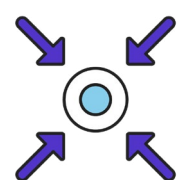
Activity Tracking: Documenting case activity should be second nature for investigators, and also your platform. Look for intuitive, integrated, detailed tracking capabilities to keep cases buttoned up for successful handoffs, audits and law enforcement referrals.



Strengthening Detection with AI: Data from case qualification and investigative outcomes is essential to strengthen detection models and overall alert accuracy. Explore how vendor AI models are learning from past cases to make detection and investigation continually stronger.



Reporting: Time should not be wasted exporting data and manually building reports for anything from internal reporting to fulfilling compliance requirements. Seek out integrated, customizable automated reporting capabilities to simplify this step for your teams.



True Integration: With case management at the core to any successful team, it is vital that these capabilities are truly embedded into the core of your detection system - streamlining all communication, simplifying collaboration, strengthening capabilities and tracking every investigation step so your team doesn't miss a beat.

Hear from an expert.

Mark Starinsky, AFHI, CFE, CHC illustrates the advantages of network detection for higher value FWA cases.

[» Read here](#)

Expertise & Customer Success:

Is your solution off the shelf, built by tech gurus, or built by investigators who were in your seat? Make sure you have true experts in your corner helping your plan get the most out of your platform, continually build new scenarios and understand the steps it takes to bring your team to its highest potential.



True end-to-end partnership: From implementation to investigation to reporting - ensure your vendor takes on the technical lift and can add an intelligent, strategic layer to your investigative process - giving you the best guidance on how to leverage today’s technology as well as strategic advice to strengthen investigations.



By healthcare experts, for healthcare experts: Payment integrity, improper payment and fraud waste and abuse detection is at the core of your team - this should be the same for your platform. Ensure your vendor and vendor team is not retrofitting or creating a “one size fits all” solution for any industry, but building and optimizing a platform tailored to the complexities of healthcare.

SHIFT

Today's technology has the potential to significantly enhance the impact and power of your teams. Whether you are beginning your RFP process, or anticipate an upcoming RFP review, use this guide to sift through the industry jargon. Contact our FWA and Payment Integrity experts at Shift if you would like more information or resources on leveraging modern tools to detect and prevent healthcare fraud, waste and abuse.

Connect with an expert [here](#). Learn more at [shift-technology.com/solutions/healthcare](https://www.shift-technology.com/solutions/healthcare).

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About Shift Technology

Shift Technology delivers AI decisioning solutions to benefit the global insurance industry and its customers. Our products enable insurers to automate and optimize decisions from underwriting to claims, resulting in superior customer experiences, increased operational efficiency, and reduced costs. The future of insurance starts with Decisions Made Better.

Learn more at www.shift-technology.com