



PegaWorld*iN*spire

AGS-18829 Bradesco Saúde Transforming Healthcare

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Presenter Title



Bradesco Seguros is the largest insurance company in Brazil and Latin America, operating in several segments

Bradesco healthcare numbers:





3.7 million policyholders
47,000 healthcare providers
distributed in more than
1,400 cities in Brazil.



With this number of providers, is essential to develop a product to:

- 1. Speed up requests**
- 2. Exchange documents**
- 3. Monitor the processes**

The workflow that healthcare providers used to register for the Bradesco Seguros' healthcare service needed an in-depth review:

- A request form generates an email 
- Requests accumulate in a corporate mailbox 
- Mailbox contents get analyzed according to the demand 
- Best candidates are selected to start business processes. 



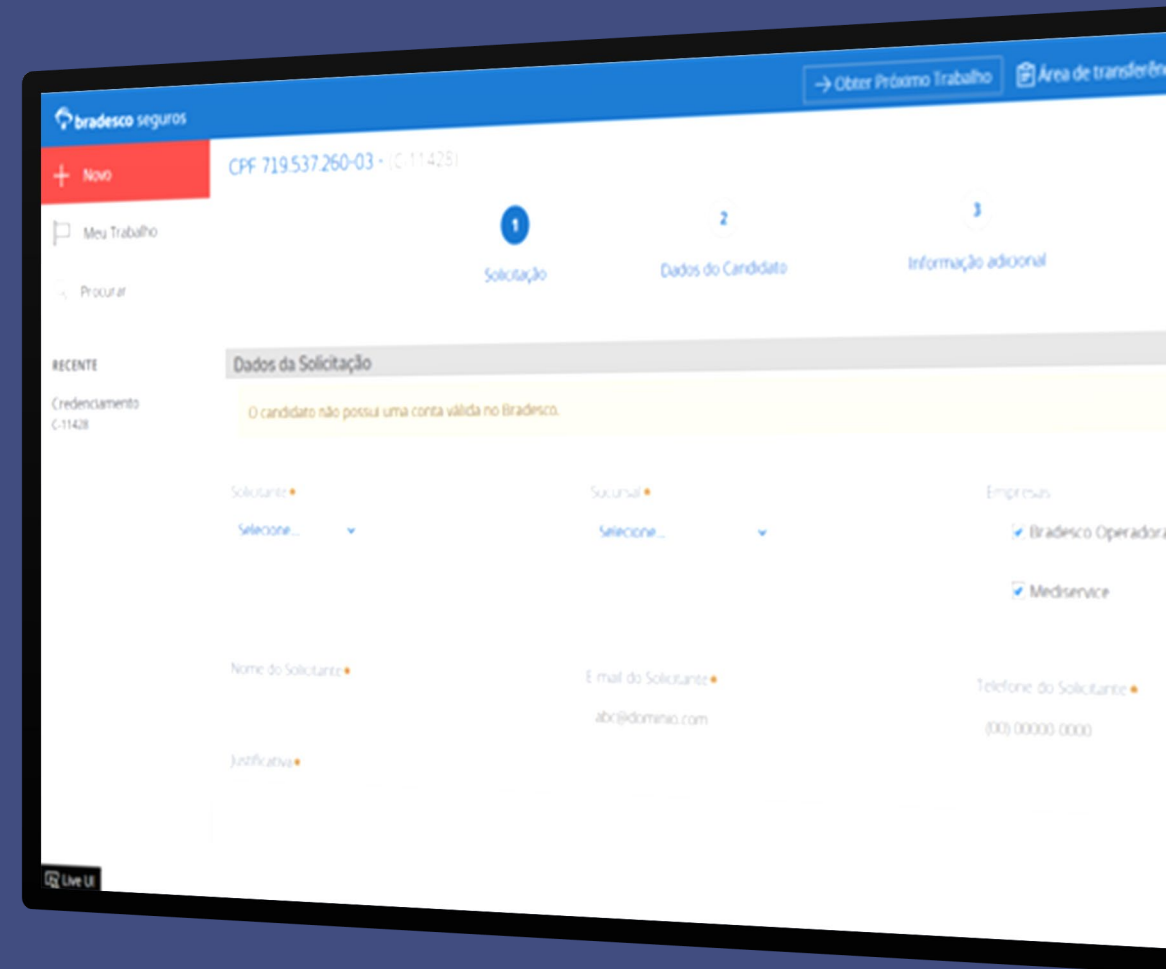
The proposed solution

The candidate fills out an interactive form that adapts to some features in order to request and receive the appropriate documents.

Some filters and rules are applied to ensure that all candidates are qualified

The applications are routed to the existing Network Management workflow

Uniformity of the workflow steps (either for processes started by candidates or started by the operations team)



The benefits achieved

- This one was a game changer when it comes to PEGA projects in Bradesco Seguros healthcare segment
- In addition to integrations with legacy systems and outdated front-end technologies, we were able to deliver a high quality design, aligned with the standards defined by the Bradesco Digital team:
 - Integration with the Network Manager application;
 - Innovative and personalized UI;
 - Ability of the candidate to follow the evolution of his/her request;



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