



Somerset Bridge partners with Verisk to support exciting growth plans

Somerset Bridge looks set to continue a path of sustained growth, with ambitious plans for 2024. To ensure the growth is sustainable, and efficient and that a continued high-quality claims experience is delivered - Somerset Bridge has partnered with Verisk to implement their Claims Outcome Advisor (COA) solution across their personal injury claims operations.

“It’s an exciting time for Somerset Bridge as we experience strong growth, and with more customers comes higher claims volumes,” said Lynne Clark, newly appointed Claims Operations Director at Somerset Bridge. “Verisk COA allows our brilliant team of claim handlers to be far more productive and manage the increased claims volumes reducing the pressure on recruitment. Verisk will help us automate and streamline routine claims tasks and deliver data insights that will help us shorten claims cycles, reduce expenses, and maintain excellent customer service amidst rising volumes.”

Helping meet changing industry demands

The introduction of the OIC portal has increased the need for homegrown manual databases and processes – leading to some challenges around the efficiency and consistency of claims settlements.

Similarly, the interpretation and application of non-tariff injury claims mean claims handlers, with differing experience levels may take different views on reasonable settlement amounts.

Verisk provides the data insight that enables much greater consistency and automation to the application of these regulations with increased efficiency.



System streamlining

With integrated connections across the MoJ portal, OIC portal and their in-house database now funnelling into a unified Verisk system, claims handlers have simplified workflows via single sign-on, versus jumping between up to 5 different systems previously. Plus, future updates are made with no manual intervention on COA ensuring compliance and future proofing.

“Staff were grappling with various portals and documents that require duplication and transfer of data across multiple systems, taking valuable time away from actual claims processing. The entire claims teams are delighted with the time efficiencies that the introduction of COA will offer them.”

Increased automation

By integrating automated capabilities for reading medical reports and settlement offers, COA will also accelerate claims processing.

With Verisk's intelligent use of automation and integrated fraud detection technology Somerset Bridge expect 30% of OIC claims to be completely no-touch – a huge game changer to the claims operation.

And for remaining claims, COA automatically interprets medical data, assesses the case, determines settlement ranges, and sends offers when applicable - drastically reducing repetitive manual efforts and avoiding misinterpretation of government regulations.

“Enabling ‘no-touch’ automated settlement will expedite claim settlement as volumes expand, without expanding headcount,” noted Jane McGonigle, Personal Injury Claims Controller. “And our staff also feel excited and motivated at being able to be more productive rather than stuck on administrative tasks.”

Realtime centralised data for strategic decision making

Somerset Bridge's ability to identify opportunities to streamline operations quickly and efficiently will be key to achieving the ambitious growth plans.

Rather than pulling together manual reports that react to trends, Somerset Bridge can now proactively use data to predict the future with real time insight and benchmarking reports to stay ahead of the curve.

“We found we couldn't easily track the end-to-end picture for claims handling, which made strategic decisions more difficult, the introduction of COA will help us be far more agile and insight led” explained Jane McGonigle, Personal Injury Claims Controller at Somerset Bridge.

As COA consolidates richer data into one centralised platform, Somerset Bridge will also gain enhanced abilities to proactively spot trends, monitor performance, detect and prevent fraud, and refine claims approach more proactively rather than reactively.

Expert implementation for seamless adoption

With deep insurance sector expertise, Verisk offered an established implementation process including guidance documentation, training videos, on-site support and a dedicated project manager. As a result, Somerset Bridge reported high confidence from its claims staff in adopting and benefiting from the new streamlined COA workflows.

“Verisk has really taken every step to ensure a smooth transition” said Clark. “We look forward to realising the many gains we anticipate thanks to Verisk automating key claims processing tasks, and having them as a strategic partner on this ambitious growth journey.”