

Recapturing Missed Opportunities for Subrogation of Auto Claims

Developed for a P&C Insurance Company by Megaputer Intelligence

Background

Payment of claims is the largest expense for P&C insurance companies. However, in some claims, a third party is partially or fully at fault for the policyholder's loss. A legal process, called subrogation, grants an insurer the right to pursue action against such third parties and recover payments in many cases. Recovering payouts helps insurers keep premiums lower and possibly refund their policyholders' deductibles.

This case study follows a mid-sized automotive insurance carrier based in the US ("the COMPANY") that wanted to find an automated way to recapture subrogation opportunities that had been missed by their team. Using Megaputer's SubroCheck™ solution, the COMPANY was able to substantially increase their subrogation revenue at minimal cost by recapturing missed subrogation opportunities.

Solution

Gathering the facts

The first step in evaluating a claim's subrogation potential is understanding the facts of the accident (party at fault, hit and run, etc.). These facts are dispersed across a variety of documentation that may include police reports, witness statements, adjustor notes, and medical records. The terminology used in these notes is not uniform; for instance, the insured party may be referred to as "ins", "insrd", "our insured", or by a variety of other names. The disparity of terminology and high need for accuracy motivates the requirement for more sophisticated NLP tools to assist in the search and discovery of overlooked subrogation opportunities.

Using context-sensitive dictionaries of insurance jargon, SubroCheck unifies all variations representing a single concept, or "entity." For example, one claim note said that the **insured driver** has a **blue car**. In a later note, an eyewitness states that a red car rear ended the blue car. In this case, the entity "blue car" would be referenced back to the insured driver's car and the statement reveals that it was the insured who was struck by the other party. SubroCheck's deep linguistic analysis capabilities enabled Megaputer analysts to accurately extract 150+ key attributes from each claim. This includes information such as the type of collision, vehicle point of impact, driver actions, and injuries of all parties. Some key facts are extracted with an accuracy of up to **99.8%**.

Understanding the law

The laws of the state where the accident occurred can be just as important as the facts of the claim. Failure to understand and apply the law is a cause of missed subrogation. SubroCheck is programmed with an understanding of all relevant state laws, including comparative fault laws and statutes of limitations. This allows for the recapture of claims where subrogation has failed due to misunderstandings of law.

The state-mandated statutory period for subrogation claims may be as short as 1-2 years from the date of the accident, depending on the state. If a subrogation opportunity is not acted on before the statute of limitations expires, it is lost forever. SubroCheck automatically filtered out claims where the statute of limitations had passed or was too close at hand, based on the COMPANY's standards. It also flagged and prioritized claims



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that were nearing expiration. This shortened the time to identification and bolstered the odds of successful recovery.

Applying the model

First, a rules-based filter is applied to remove claims where no chance of subrogation could exist (no payout was made, no adverse party, etc.). Then the remaining claims are run through a machine learning model to judge the subrogation potential. The model understands the facts of the claim, state laws, and any other structured data that may be available. The model is able to identify claims that may have subrogation potential so that they may be referred to specialists for further review.

Result

SubroCheck automated the review of all the COMPANY's closed claims by extracting key information from its claim notes, and used this information to identify additional subrogation opportunities. SubroCheck generated a report containing a prioritized list of subrogation recommendations which was delivered to the COMPANY's subrogation specialists. **52%** of the recommended claims were found to be true subrogation opportunities. Missed subrogation opportunities were recaptured at a rate of **40 per ten thousand closed claims**. Megaputer's SubroCheck solution provided tangible benefits to the COMPANY's subrogation recoveries. The increase in revenue translated to **\$59,474 in additional subrogation dollars per 10,000 claims**.

Cost of recovery

The review of claims for subrogation potential is labor-intensive, and therefore very costly. If too much time is spent on review, the cost will be significant and could exceed the amount recovered. When SubroCheck was run on the COMPANY's closed claims, it rejected >99% of claims as candidates for subrogation. This allowed for the claims to be reviewed with over **100 times** less cost spent on labor.

Benefits

The benefits of implementing SubroCheck included:

- **Increased top line:** Recapture of missed subrogation opportunities through retrospective analysis of previously closed claims increases revenue.
- **Improved customer retention:** Increased recovery of deductibles through subrogation improves customer retention. With the cost of customer acquisition between \$500-\$800 per customer, retention of old customers can cost much less than the acquisition of new ones.
- **Optimized review:** Accurate recommendations allow for fast action on rediscovered opportunities while reducing the cost of manual review by 100 times or more.
- **Added business intelligence:** The ability to identify where and why subrogation has failed provides management with the tools to make improvements to the subrogation process, and to monitor performance over time.

