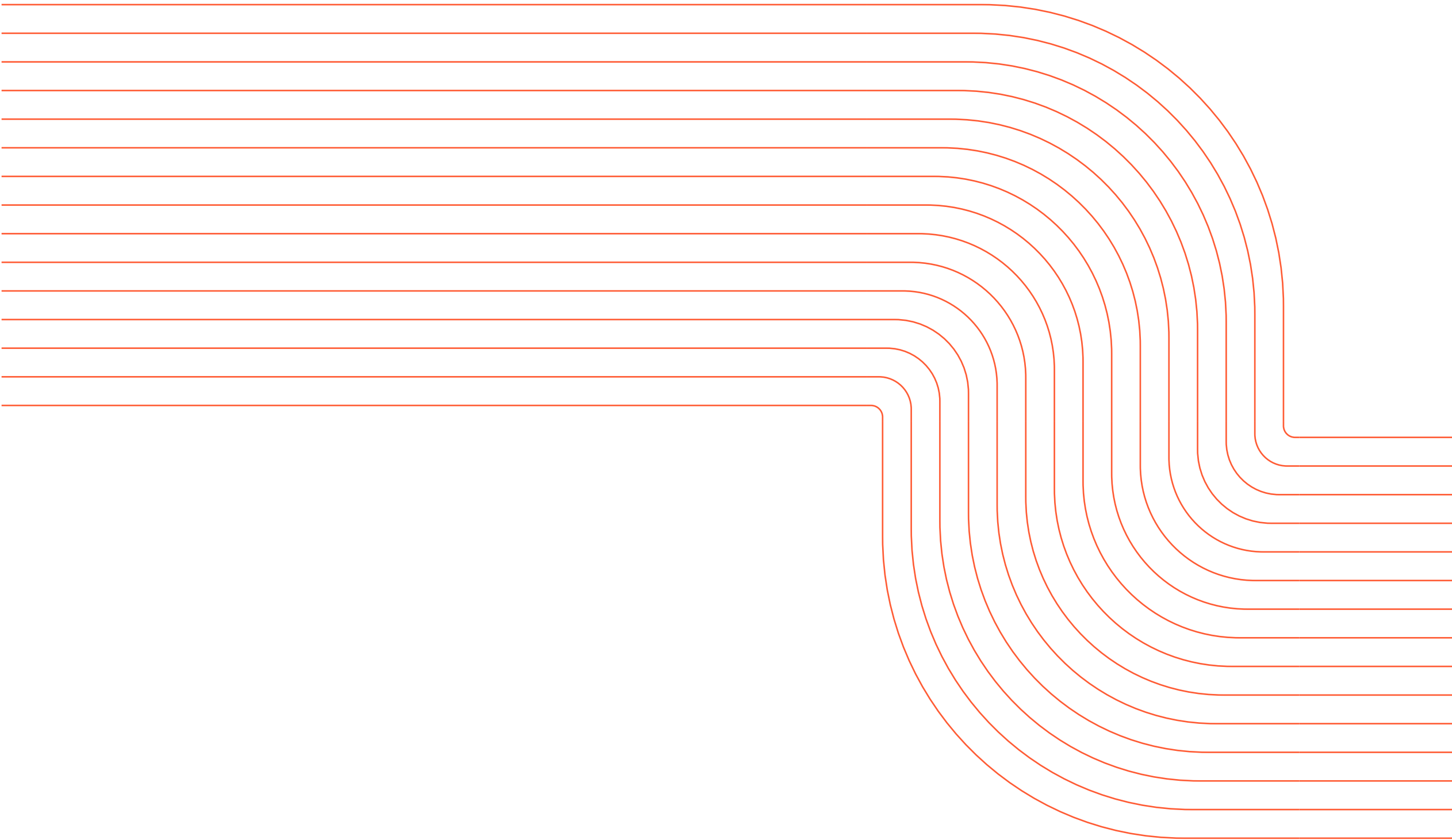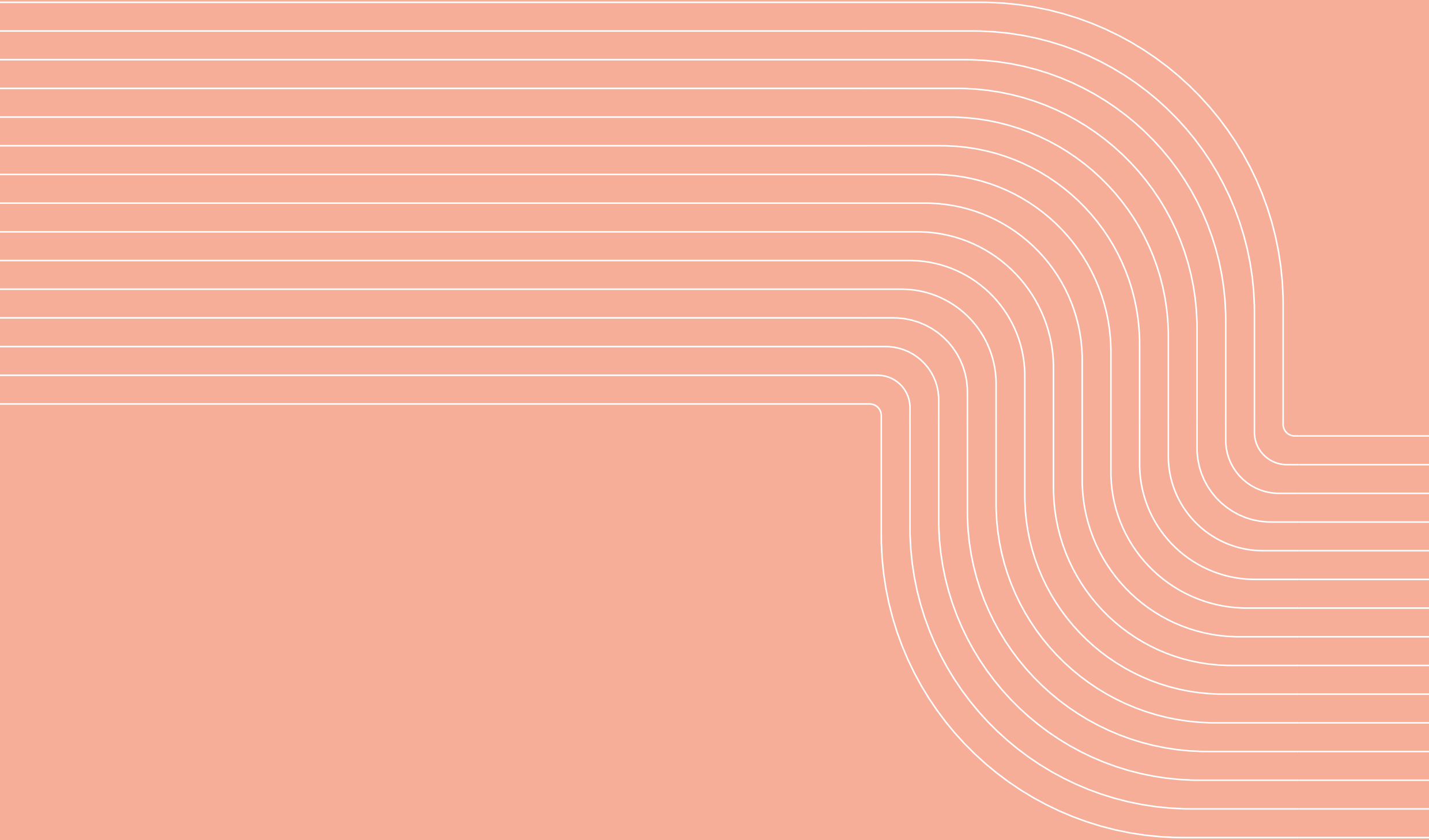# FCamara Cases

FACIAL RECOGNITION

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FCamara Cases is a series of success stories that illustrate the challenges overcome by various organizations across different sectors. These stories showcase how the Brazilian multinational **FCamara**, through its technology and innovation ecosystem, transforms the adoption of digital journeys into business value.

In this material, we **present the case study of a large hospital in the north of Brazil**, which sought **FCamara's expertise** to develop a facial recognition solution. The request came from a healthcare unit struggling with significant financial losses due to fraud related to the misuse of health insurance cards by patients.

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Summary

FCamara cases

How a large hospital reduced fraud related to the misuse of health insurance cards?

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The **challenge**

A hospital located in the north of Brazil was experiencing frequent access fraud due to patients lending their health insurance cards to unauthorized individuals. The financial losses for the healthcare unit were already significant, and security risks at the facility were increasing.

The **solution**

To address the healthcare unit's problem, **FCamara** developed a high-precision facial recognition solution for the hospital's check-in process, capable of identifying and validating patients in just 0.3 seconds.

The **results**

98% reduction in fraud cases due to identity misrepresentation

36% reduction in patient stay time at healthcare units

Increase in patient NPS to an excellence zone

Greater efficiency due to faster service

Financial losses in healthcare: the challenge of identity fraud

In the healthcare sector, identity fraud is a recurring problem. Many times, health plan beneficiaries lend their cards to unauthorized individuals, allowing people without coverage to receive free medical services. This illegal practice not only compromises security but also leads to severe financial consequences.

For a large hospital in the north of the country, the challenge was even more critical. The institution faced considerable financial losses due to the misuse of health insurance cards.

The hospital's manual check-in process, which involved verifying medical forms and photo ID documents, relied on human analysis. While common in the sector, this method was prone to errors due to the high daily demand.

Unauthorized access approvals, caused by the lack of a robust identity authentication method, occurred at the entrance of the healthcare unit but impacted the entire service, resulting in high financial losses and security risks for both the facility and the people inside.
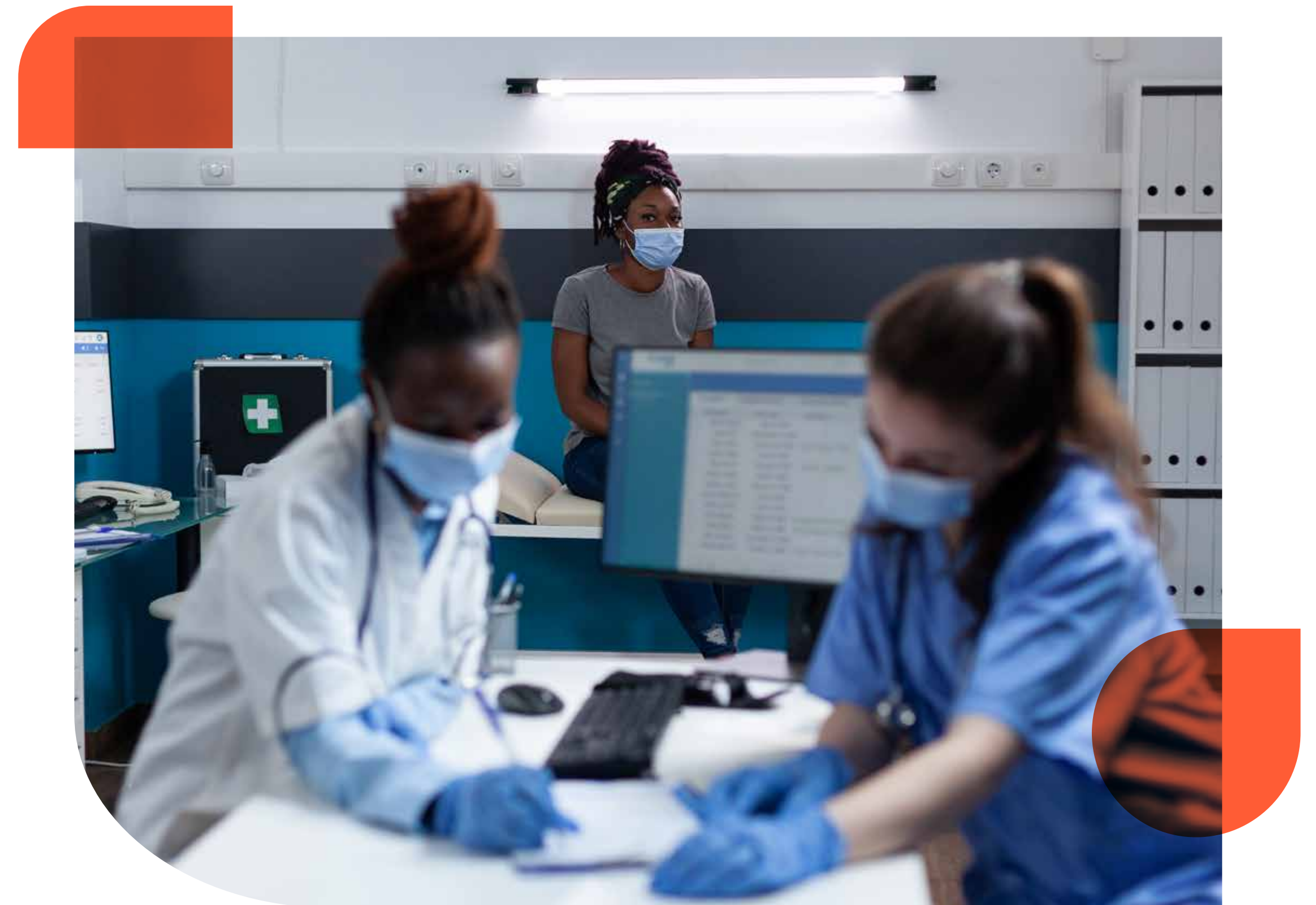
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FCamara's personalized solution transforms healthcare unit and reduces operational bottlenecks

FCamara used its proprietary approach, called Health Experience, which extensively analyzes all stages of the patient's journey within the hospital. The focus was on identifying potential failure points, ensuring that the proposed solution was efficient.

This approach was designed not only to solve business problems but also to deeply understand their root causes. Based on design principles and the latest emerging technologies, innovative solutions and personalized digital journeys were co-created, placing user experience at the center.

A detailed study of the patient journey allowed vulnerable areas to be mapped, leading to the identification of critical intervention points. This process involved healthcare professionals, technology specialists, and end-users, ensuring that the proposed solution met all demands and restrictions of the hospital environment.

Project's key steps:

Mapping the patient's journey

A detailed understanding of the patient's journey, identifying vulnerabilities and opportunities for improvement.
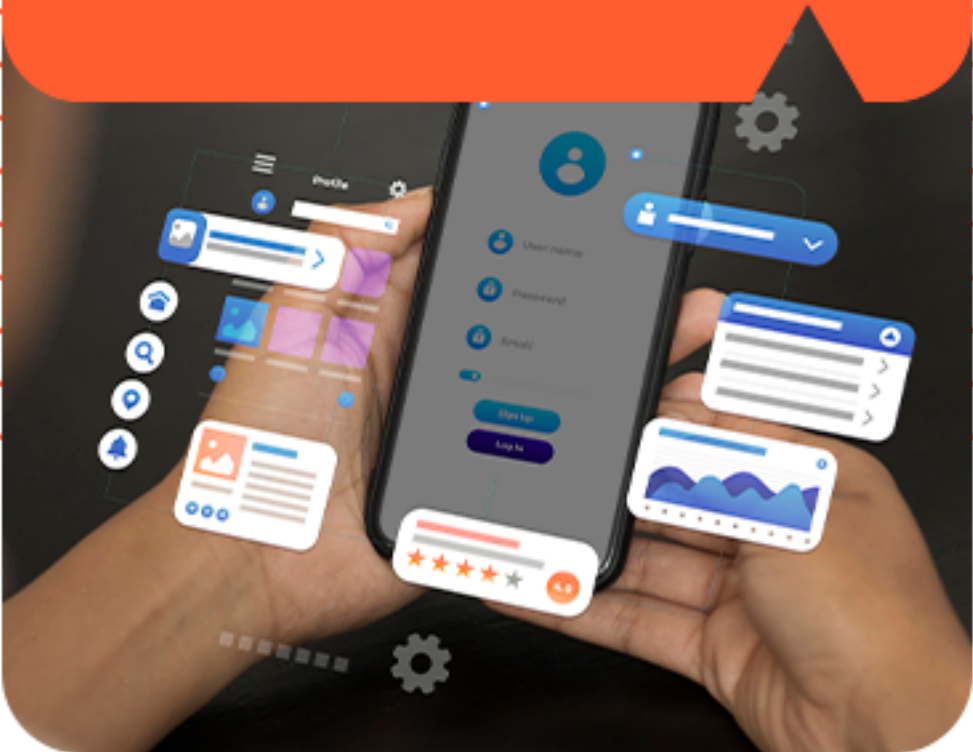
Understanding gaps

Collaborative involvement of health professionals, technology specialists, and end-users to create a solution that meets identified needs.

Co-creation and digital solution development

A thorough analysis of the identification process, highlighting critical areas for intervention.

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Facial recognition in 0.3 seconds: FCamara's offline technology revolutionizes healthcare efficiency

After mapping the patient's journey and identifying critical vulnerabilities, such as identity fraud, **FCamara** analyzed various technological options. The chosen solution was facial recognition, which stood out for its speed and accuracy in user identification, as well as its seamless integration with the hospital's ecosystem and ability to function both online and offline.

Based on the hospital's specific needs, FCamara developed a fully customized facial detection algorithm, capable of identifying and validating patients in just 0.3 seconds. **This solution was designed to eliminate fraud and improve security** and was integrated into the hospital management system, Tasy.

The algorithm was designed for high-precision capture, verification, and authentication of patient images. **This customization not only optimized the hospital's service flow but also**

prevented identification errors during check-in and facilitated automated access to medical records.

Considering the hospital's operational needs, the technology was developed to function offline, **ensuring the continuity of services even during connectivity failures.** This aspect was crucial for uninterrupted hospital operations, providing a positive experience for patients.

97%

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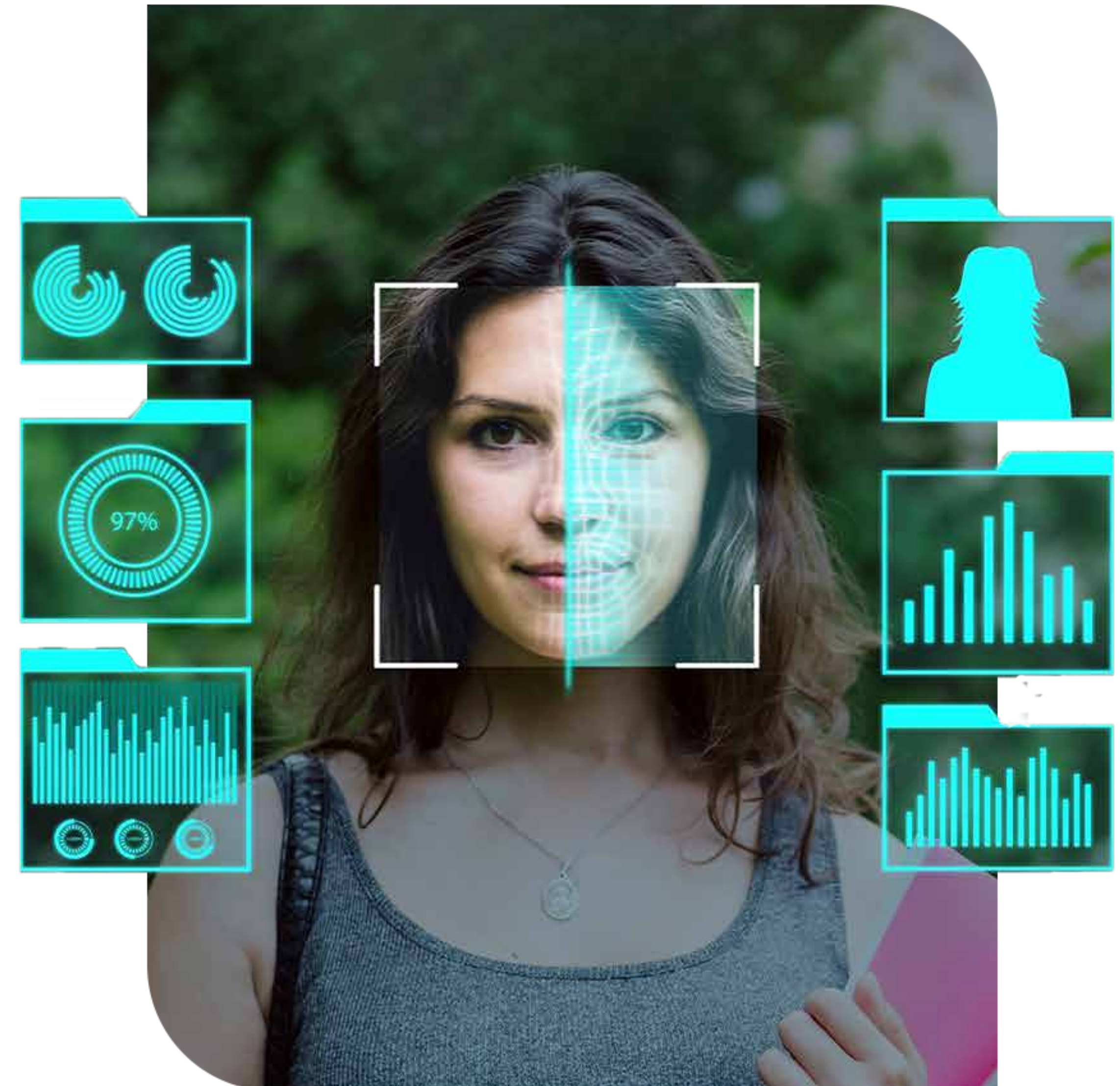
Enhanced security and reduced financial losses thanks to facial recognition technology

The positive impacts of implementing the facial recognition system were reflected in various business indicators. The solution developed by **FCamara** resulted in a significant reduction in identity fraud cases, strengthening the hospital's security.

The technology also increased efficiency in the check-in process, reducing fraud cases related to identity misrepresentation. Additionally, the integration with the hospital management system allowed for process automation, reducing the need for manual intervention and speeding up patient service.

98% reduction in fraud cases due to identity misrepresentation.

36% reduction in patient stay time at healthcare units.

Increase in patient NPS to an excellence zone.

Greater efficiency due to faster service

"This project eliminated health insurance card fraud, optimized the patient care journey, and reduced user wait times. It is something that can be replicated in many other healthcare units facing similar challenges"

Marcos Moraes,
Director of the Healthcare Vertical at FCamara.

About **FCamara**

FCamara is a technology and innovation ecosystem that transforms digital journey adoption into business value. Its ecosystem includes end-to-end journey orchestration and a set of capabilities that allow for the development of initiatives without starting from scratch, using a personalized, flexible, and co-creative approach.

With high specialization in sectors such as retail, healthcare, and finance, its solutions drive revenue acceleration, enhance operational efficiency, activate new revenue sources, and create high-impact projects. It also features an Artificial Intelligence (AI) hub that enables the efficient and integrated adoption of these technologies.

Why the FCamara ecosystem?

NPS 2024: **72.9**

Client satisfaction score: **8.5**

Business challenge comprehension score: **9.0**

Winner in **Interoperabillity category** (Grupo Mídia/2023)

Winner in **Services and IT Consulting TI** (2024)

by **MIT Technology Review**

iSG Provider Lens 2023 Quadrant
Next-Gen ADM Services
Agile Application Development Projects
Leader, Brazil

Leader in the ISG quadrant for **Agile Project Development**

Winner in **Transformation category**

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Want to enhance your digital results?
Schedule a meeting with an **FCamara specialist!**