



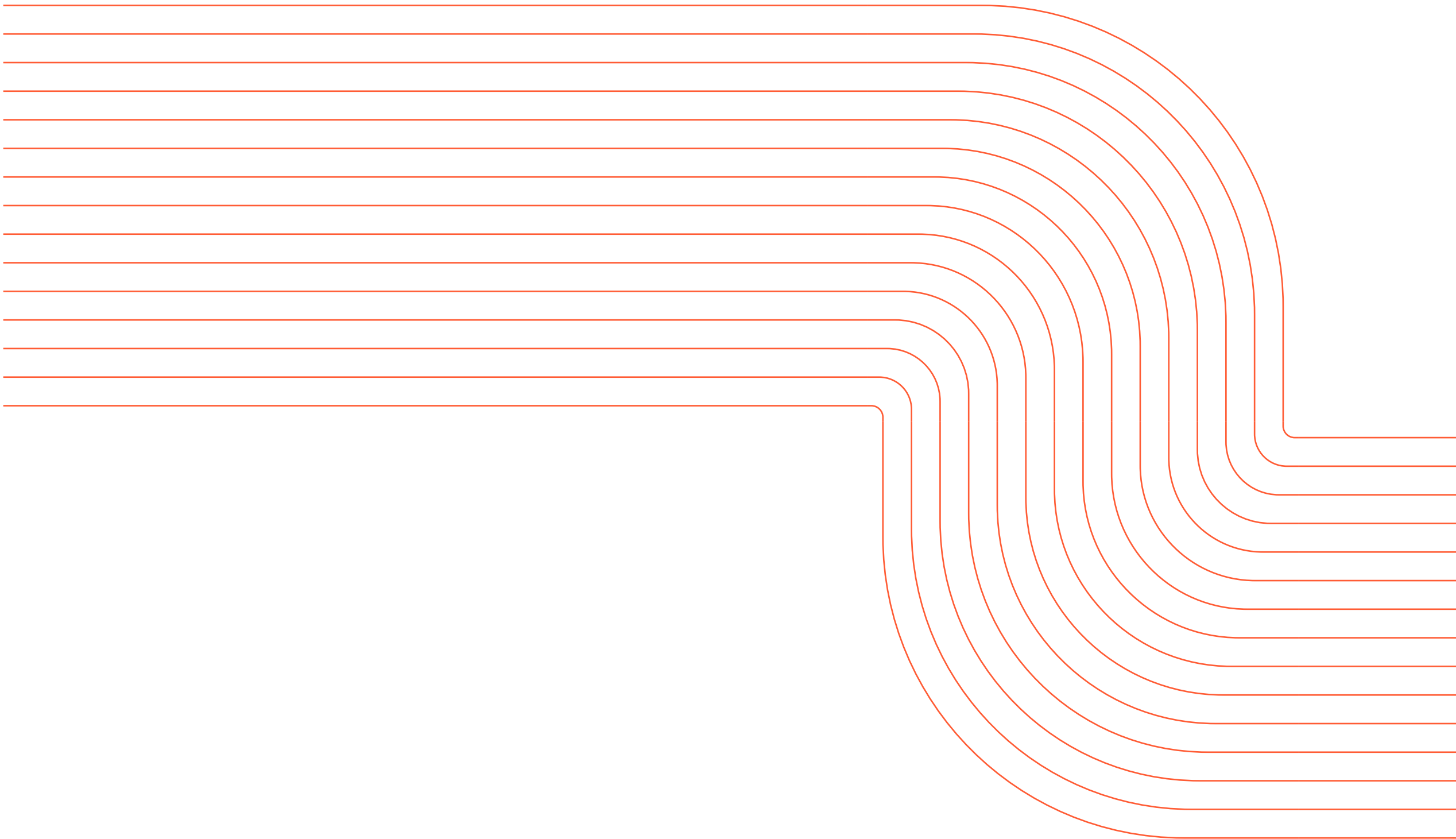
**FCamara** Cases

 odontoprev



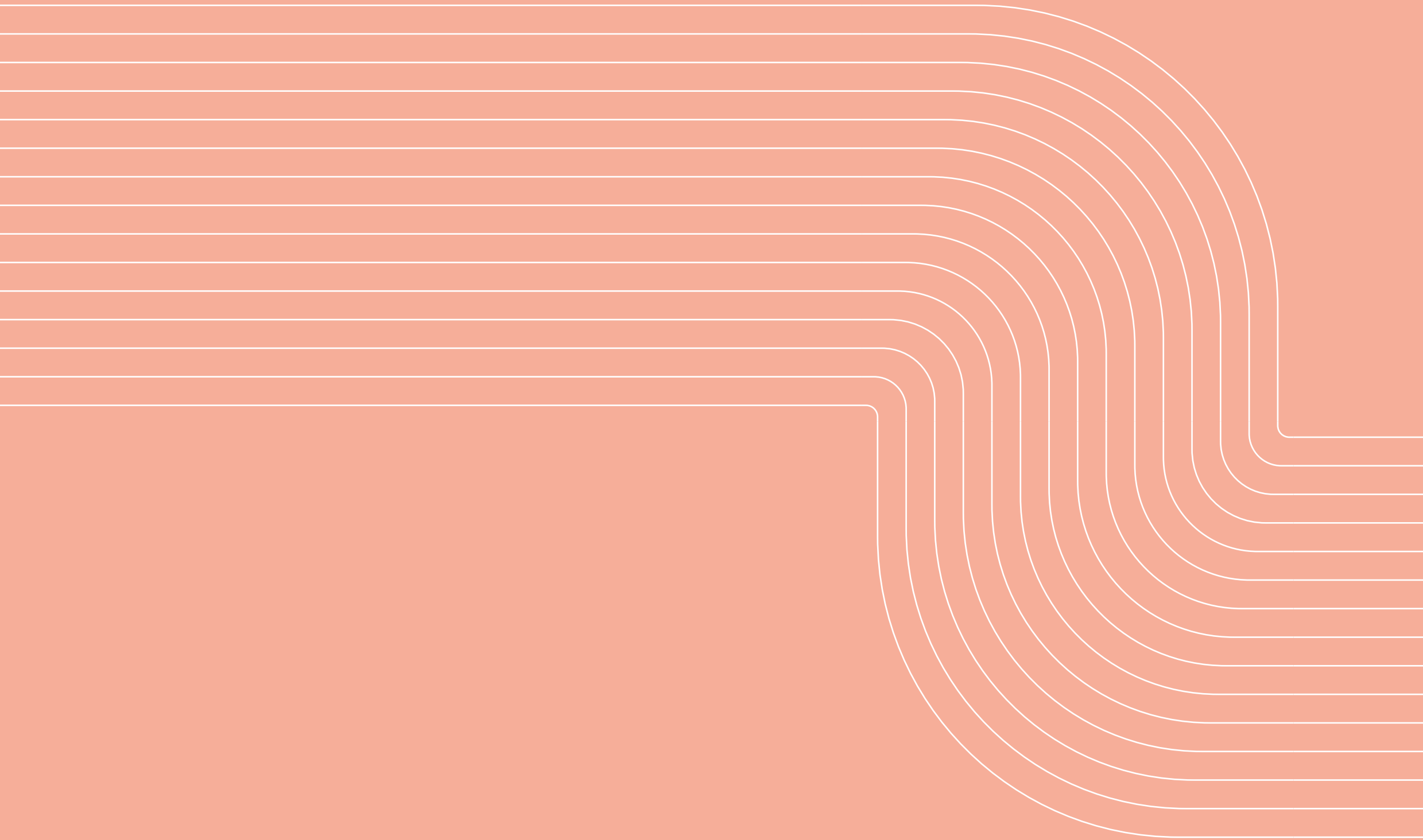
**FCamara Cases** is a series of success stories that exemplify the challenges overcome by various organizations from different sectors. These stories highlight how the Brazilian multinational **FCamara**, through its technology and innovation ecosystem, transforms the adoption of digital journeys into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

In this material, we detail how Odontoprev optimized its operations, increasing efficiency and allowing the team to focus on more strategic tasks.



# Summary

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**FCamara cases**

**How did Odontoprev  
optimize operations with  
RPA and create a Center  
of Excellence in  
Hyperautomation?**





## The Challenge

With an already established management system, **Odontoprev** faced the challenge of increasing operational efficiency by automating processes and optimizing the execution of repetitive tasks.

The goal was to demonstrate to stakeholders that automation via **Robotic Process Automation (RPA)** would not only bring agility to processes but also greater consistency and sustainability.

This strategy aimed to reduce the workload of repetitive tasks and allow the team to focus on more strategic activities aligned with organizational objectives.

## The Solution

To overcome these challenges, **Odontoprev** established a strategic partnership with the Brazilian multinational **FCamara**, which provided technical and governance support. This collaboration resulted in the successful implementation of advanced RPA technologies, designed to integrate

and optimize company processes. Additionally, a **Center of Excellence** was created to ensure the robustness and security of operations.

The implementation of RPA technologies involved setting up automated systems for managing cancellations, payment processing, invoice extensions, bank reconciliation, and more.

## The Results



**+250,000** hours of operational effort eliminated since 2018.



**Cost reduction** due to increased efficiency.



**60%** less time in automation development.



**25** internal areas impacted in Brazil and Mexico.





# About the client - Odontoprev

**Industry:** Healthcare

**Website:** [www.odontoprev.com.br](http://www.odontoprev.com.br)

**Country/Region:** Brazil

More than 35 years ago, **Odontoprev** was founded from the dream of entrepreneurial dentists. Motivated by a vision to offer high-quality dental services, they recognized the growing demand for dental treatments and saw an opportunity in this business model.

In 1997, ten years after its founding, the company reached a major milestone by becoming the **market leader in dental plans**.

The company has evolved into a comprehensive oral **health platform**. Today, it takes care of over 8 million smiles across Brazil through more than 27,000 accredited professionals, operating in over **2,500 municipalities** nationwide.

**22x**  
*winner*  
of the Top of  
Mind HR award

Approximately  
**2,000**  
*employees*

**58%**  
*of leadership*  
positions held  
by women





# Challenges in process optimization and efficiency improvement through automation

Automation and **Robotic Process Automation (RPA)** technologies have become essential tools in the corporate environment, transforming how organizations conduct and manage their operations.

These innovations enable a more strategic allocation of teams, freeing professionals to focus on tasks requiring greater analytical capability.

Facing the challenge of optimizing its operational processes and increasing efficiency, **Odontoprev** recognized that its work structure was limiting the strategic potential of its team.

With employees occupied with repetitive activities, it became clear that there

was an opportunity to implement a system that allowed for a more efficient allocation of time.



“

Odontoprev is always looking for expansion and improvements. We evaluated the maturity level in various consultancies, but we wouldn't have overcome all these challenges without a strategic partner like FCamara. They were essential to the success of our project.

”

**Tiago Andrade,**  
Technology System Supervisor  
at Odontoprev



## Innovation in automation: how Odontoprev transformed its processes with RPA

In this context, RPA emerged as the ideal solution to free employees from operational tasks, allowing them to focus on activities that require greater analytical and creative capabilities.

As a strategic partner in this journey, **FCamara** identified processes that could be automated, reducing the burden of operational tasks and enabling employees to concentrate on strategic activities.

The **FCamara** team was involved from the initial design of the solution, through functional and technical specifications, to the development of the product and the automation processes.

The project led to the implementation of **Automation Anywhere 360**, a strategic choice to tackle the challenges of manual and repetitive processes, integrating and simplifying complex operations.

To ensure governance and the continuous success of the projects, an **Operational Excellence and Continuous Improvement Center (CoE)** was also established. This

multidisciplinary team was capable of handling end-to-end demands while also proposing innovative initiatives.

### O COE é estruturado em três pilares:

- Governance
- Development pipeline (projects)
- Operations

This structure ensures that bots execute their programmed tasks flawlessly.




The goal of the center is not only to implement automation but also to ensure continuous process improvement, designing and developing high-quality bots aligned with **Odontoprev's** business rules.

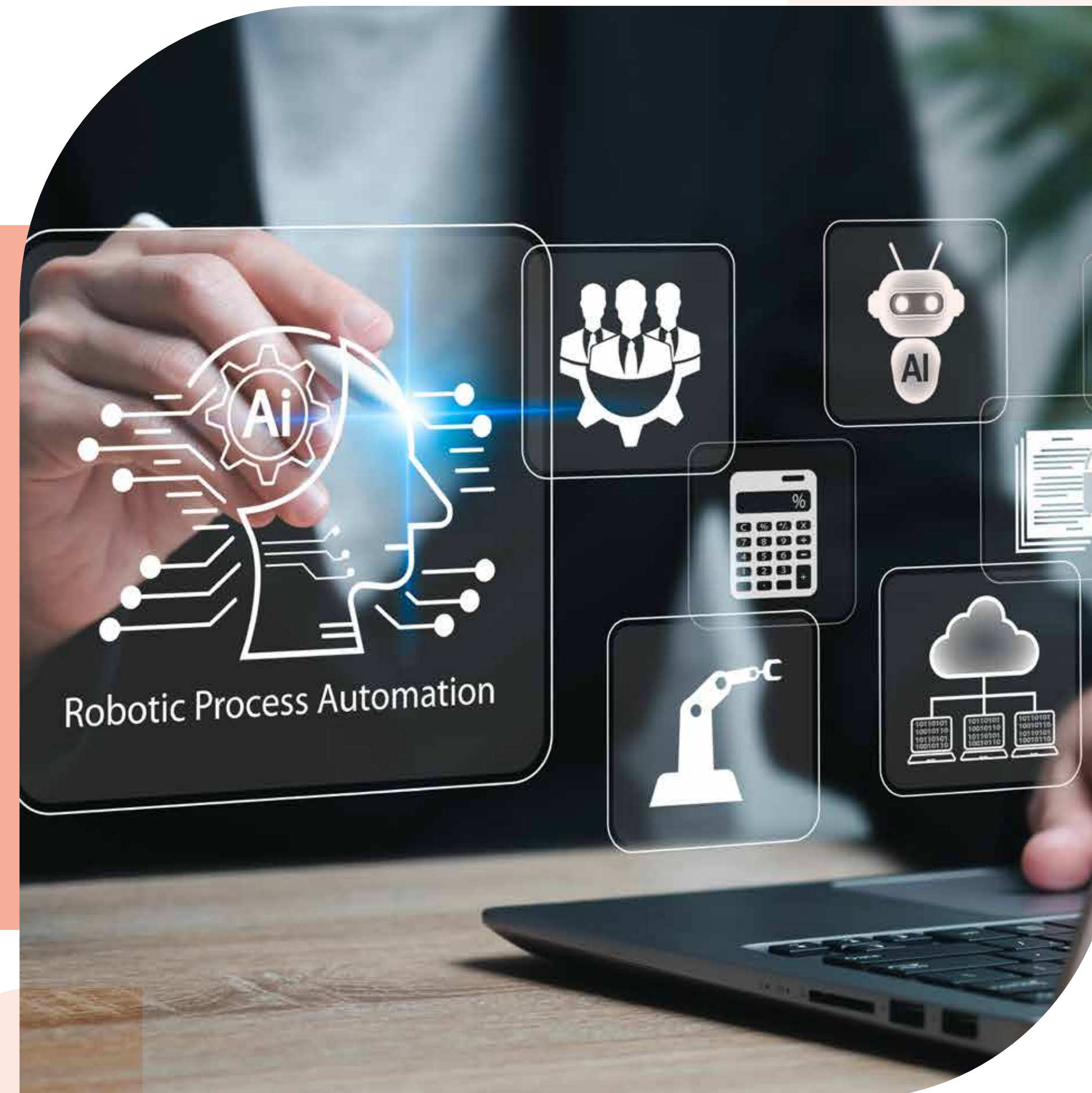
Through this partnership, **FCamara** helped develop a robust work framework, ensuring that bots operate reliably and without failures, maximizing efficiency and stability in automated processes.








## Key Automated Processes:

-  Refund processing with queue management and 24/7 execution;
-  Bank reconciliation;
-  Customer records management and maintenance (individuals and businesses).



-  Removal of waiting periods for beneficiary plans;
-  Invoice extensions;
-  Payment control.



“

This was one of the key cases where we applied the Hyperautomation Center of Excellence (CoE), ensuring the robustness and security of operations. By automating critical processes, we enabled Odontoprev to focus on new innovations, increasing agility, data quality, and reducing operational costs

”

**João Teixeira,**  
Diretor executivo da FCamara

## Agility in execution and excellence in results

With a holistic and engaged team, **FCamara** was able to generate tangible results, delivering operational and strategic value to Odontoprev in an impressively short time.

Certified in **Automation Anywhere** products, the team accelerated the development, implementation, and maintenance of over 60 automated robots.

By standardizing processes and utilizing a framework that **enabled 40% code reuse, development time for low and medium complexity demands was reduced by 60%**. This efficiency also contributed to achieving a **99.9% availability rate** for the robots.

Besides optimizing workflow and reducing operational costs, the solution minimized time spent on manual tasks, allowing employees to focus on more strategic activities, ensuring greater precision and compliance in operations.

The solution also facilitated integration between legacy systems, improving data quality and boosting **Odontoprev's** competitiveness and effectiveness in the market.

**Odontoprev's** active collaboration in validating and continuously improving processes ensured agile adjustments and maximized the capabilities of the implemented systems.

**+250,000 hours**  
of operational effort eliminated  
since 2018

**60% less** time in  
time in automation development

**25 internal areas**  
impacted in Brazil and Mexico

**Cost reduction driven by  
efficiency gains**





“

FCamara exceeded expectations and directly impacted our main strategic driver: efficiency gains. The team is extremely resilient, always available, and provided us with flexibility and high availability in our processes

”

**Tiago Andrade,**  
Technology System Supervisor  
at Odontoprev

## About FCamara

**FCamara** is a technology and innovation ecosystem that transforms the adoption of digital journeys into business value. Its ecosystem includes end-to-end journey orchestration and a set of capabilities that enable initiatives to be developed from a personalized, flexible, and co-creative approach to value generation strategies.

With high specialization in sectors such as retail, healthcare, and finance, its solutions drive revenue acceleration, operational efficiency, new revenue streams, and impactful projects. It also features an AI division that promotes the efficient and integrated adoption of these technologies.

### Why the FCamara ecosystem?



NPS 2024:  
72.9



Client  
satisfaction  
score: 8.5



Business  
challenge  
comprehensi  
on score: 9.0



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



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



by **MIT Technology  
Review**



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



Winner in  
**Transformation  
category**





FCamara

f in  

Want to enhance your digital results?

Schedule a meeting with an [FCamara specialist!](#)