Cloudloop

Improving Patient Access with Prior Authorization Portals

How Cloudloop is helping more patients get approved by streamlining the approval process for medical device companies, providers, and patients.

The complexity of the Prior Authorization process in the U.S. health insurance landscape can be a significant barrier to patients receiving necessary care.

Common challenges include:

- **Payer Variation:** Every Payer has a different way to submit a Prior Auth Request, and there is no current "Best Practice" standard (yet).
- **Technology Adoption:** Due to compliance requirements, Payers have been slow to adopt modern technology, though APIs will be enforced in January 2027.
- **Submission and Tracking:** Getting patient data from providers, packaging the PA requests, and tracking follow-ups with Payers (often via email and fax) is a manual, complex process.
- **Understanding Denials:** Difficulty in understanding why a Prior Auth was denied (e.g., missing information, wrong submission, Payer not educated on treatment).
- **Compliance & Security:** The need for robust compliance (HIPAA and beyond) to protect sensitive patient information and build trust.

Build Efficiency with Cloudloop

Cloudloop partners with medical device manufacturers to build Prior Authorization Portals that are tailored to unique business needs.

Better Connections with Providers

Allow Providers to submit Prior Authorization requests for patients via a portal.

Handle More Cases

Streamline the process for the interior team to submit and update requests with Payers via email and fax.

Get Devices into the Hands of More Patients

Increase throughput of Prior Auths and improve patient access to medical devices.

Results with Cloudloop

Leveraging a healthcare-focused CRM like Salesforce Health Cloud, along with eFax and document management tools, Cloudloop's solutions manage patient relationships and healthcare operations, ensuring compliance standards while enabling a more efficient Prior Authorization workflow.

A Prior Authorization Portal benefits every stakeholder in the improved authorization process:

Stakeholder	Benefit
Payers	Review and approval workflows; faster turnaround; transparency for providers and patients.
Providers	Simplified prior authorization submissions; case management; care coordination.
Patients	Visibility into care plans; personalized journeys; communication with providers.
Business	Cost savings from Third-party administrators; better insight into data (demographics and approvals); increased throughput.

Successful adoption requires solving the business problem, not just technical implementation.
Cloudloop partners with H&LS organizations, backed by years of industry insight, to improve the patient experience. We are serious about change management, and prioritize executive alignment, employee training, and open communication every step of the way.