

Powering the Future
of Healthcare ▶

 **CitiusTech**

Member Experience Solutions

Empowering health plans with a holistic member understanding and ability to deliver delightful member experience



www.citiustech.com

CitiusTech Member Experience Solutions

With more and more members playing an active role in their healthcare decisions, there has been a significant growth in frequency of digital interactions with payers. Given the complex and evolving dynamics of the payer ecosystem, the engagement stakes are much higher in healthcare than in other consumer transactions.

For members to see payers as a trusted partner in their care, payers need to orchestrate health services, tools, products and data across the member journey. Member services would also need to be enhanced by providing member information in a personalized, consumable and digital format.

CitiusTech partners with payers to deliver quality healthcare solutions through best practices that enable superior member experiences. It enables care management teams and decision makers leverage digital technologies to respond effectively to the growing need for high quality member engagement.

Key Payer Trends

- **Regulatory Compliance:** Higher emphasis on customer experience in CMS regulations
- **Data Explosion:** Reduce data asymmetry by creating single source of truth for consistent & real-time member information
- **SMART Engagement:** Increase digitization to smoothen the interface across stakeholders / devices & reduce member abrasion
- **Personalized Healthcare:** Customizing care, wellness plans with intelligent recommendations & insights

Member Data Architecture: Longitudinal Member Health Record

Health Plans receive data from a variety of sources, including structured and non-structured data. However, this information tends to be fragmented, often leading to inadequate member engagement and sub-optimal experience. CitiusTech can help health plans set up a comprehensive member data layer which not only addresses all data governance and quality needs, but also enables the provisioning of data as a utility across stakeholders and processes. This data layer serves as the foundation of a comprehensive member analytics and outreach strategy for the organization.

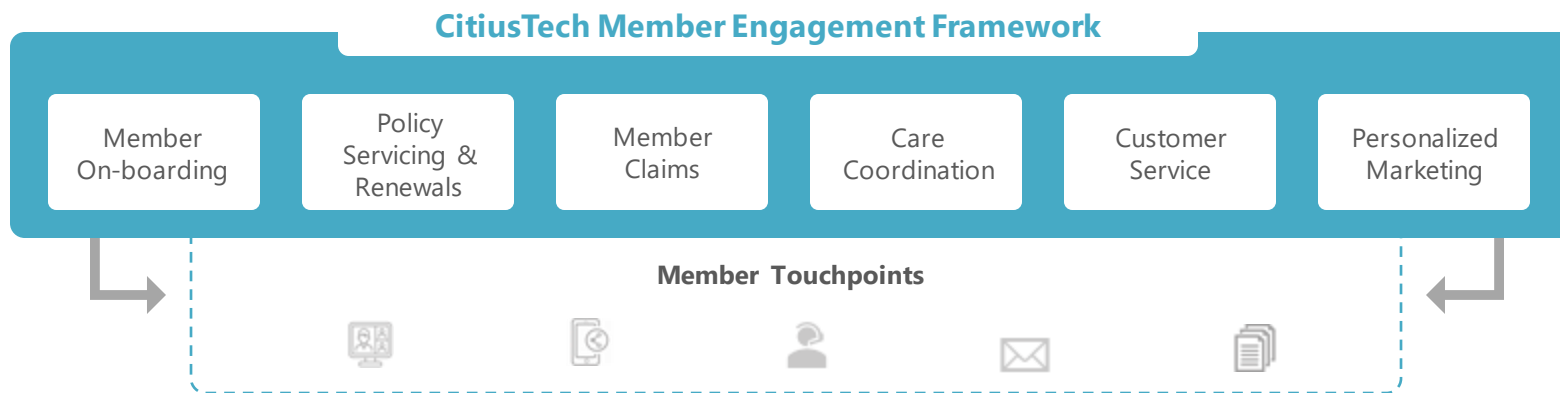


Data Architecture and Integration Capabilities

- **Design and Implementation:** Data mesh, data lakehouse and data warehouses architecture
- **Data Models:** CitiusTech clinical, claims, operational & financial data models in addition to industry standard or custom healthcare data models
- **Integration** with EHRs, member & provider portals, clinical gateways, wearables, digital therapeutics, etc.
- **Data Governance Tools:** Data quality, MDM & Catalog from IBM, Microsoft, Talend, Informatica

Omni-Channel Engagement: Feature-Rich Member Touchpoints

Health Plans have multiple member touchpoints with multiple owners within the organization who are responsible for making decisions. There is a lack of cohesive / unified member engagement strategy resulting in disconnected and siloed execution.



CitiusTech Member Engagement Framework integrates all communication modalities & enables seamless experience across various interactions across the member's journey.

Next-Gen Capabilities



Data Exchange

Data ingestion, storage, transformation, analytics for streamlined data sharing



Technology Partner

Portal, microservices, cloud-based development with strong DevOps & Agile



UX & Design

Clean, simple & intuitive member portals using UX design thinking



Digital Enablement

Enterprise and hybrid mobile applications for digital adoption

Intelligence Engineering: Drive Engagement with Data Science

Health plans generally have a diverse array of manual processes. There are significant opportunities to refine these processes using technology and workflow optimization. CitiusTech builds intuitive front-end solutions powered by its intelligent engineering capabilities such as AI/ML, NLP, RPA for informed decision-making and to drive automation.



Recommendation Engines

- Personalized shopping experience for health plan members
- Predictive analytics / ML on member data to recommend benefit packages



Chatbots / Conversational AI

- Integrate chatbot platforms with in-house systems for seamless member interaction
- Trigger targeted chatbot responses by leveraging natural language understanding and context recognition



Process Automation

- Streamline business processes for claims & underwriting workflows
- Unattended automation bots to resolve claims errors and prior auth determination

Targeted & Coordinated Member Campaigns / Outreach

Health Plans are actively engaged in multi-departmental efforts to improve member health with the help of numerous quality improvement campaigns and care-coordination. However, they face a lot of challenges due to lack of standardization and complexity in multi-channel member outreach. CitiusTech can enable health plans to operationalize and enhance member-centric engagement campaigns to drive positive behavioral change within the targeted member population.

Improve health outcomes by effective organization of digital engagement for care gaps, wellness programs, Stars improvement campaigns



Focus on the member journey with Salesforce CRM enablement across the payer value chain and reduce the overall complexity and administrative burden

Utilize disparate data sources such as claims, clinical, SDOH, demographic information and customer service data to understand member needs, interests

Build effective strategies to leverage member value, member sentiment and clinical personas, to optimize business workflows for targeted member outreach

CitiusTech helps drive improvement on key metrics post-engagement to deliver 'right' intervention on care continuum and thus improving the member engagement rate

Member Analytics: Cultivate Member Centricity

Health plans need to identify precise cohorts for improved chronic condition management. CitiusTech offers an extensive repository of pre-built models to operationalize member specific personalized care journeys.

Segmentation Services

- Member selection based on plan-specific parameters
- Identification of areas of improvement based on disease severity

AI/ML-Based Clinical Pathways

- Generation of prescriptive disease care management programs
- Prioritization of members for improved adherence using predictive models

Targeted Outreach

- Improvements on key metrics post-engagement by cohorts
- Improvement in campaign efficacy using multi-channel outreaches

Digital Facilitation

- Segmentation based on digital propensity and match with caregiver
- Real-time alerts and notifications



Strategic Partnerships to Drive Value

Enterprise Partners

Enterprise Platforms | CitiusTech Healthcare Solutions & Services | Joint GTM, Sales & Marketing



Specialized Partners

Niche Services & Solution Offerings | Expand CitiusTech Portfolio of Offerings | CitiusTech Leads GTM Strategy



About CitiusTech

CitiusTech (www.citiustech.com) is a leading provider of healthcare technology services, solutions and platforms to over 130 organizations across the payer, provider, medical technology and life sciences markets. With over 5,000 technology professionals worldwide, CitiusTech powers healthcare digital transformation through next-generation technologies, solutions and accelerators. Key focus areas include healthcare interoperability & data management, quality & performance analytics, value-based care, omni-channel member experience, connected health, virtual care coordination & delivery, personalized medicine and population health management.

CitiusTech has two subsidiaries, FluidEdge Consulting (www.fluidedgeconsulting.com) and SDLC Partners (www.sdldapartners.com), with deep expertise in healthcare consulting and payer technologies, respectively. CitiusTech's cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare organizations to reinvent themselves to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

130+
healthcare clients

\$300M+
worldwide revenue

5,000+
healthcare IT professionals

40M+
lives touched

80+
NPS - highest in the industry!



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