Powering the Future
of Healthcare ▶

CitiusTech

Health Plans

**Accelerate innovation, enhance
member engagement and drive
value-based care**

Who we are

As a strategic partner to some of the world's largest healthcare and life sciences organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem.

With 100% focus on healthcare, CitiusTech is well-positioned to empower health plans at every step of their digital transformation journey. We focus exclusively on delivering specialized solutions and services across the healthcare digital value chain – spanning interoperability, data & analytics, digital engineering, provider performance management and member experience management.

3 out of the 5
national plans are our customers

9 Blue plans
leverage our products and solutions

Where is the Payer Industry Headed?

With growing adoption of digital technology, consumer today demand a digital health experience that is on par with other industries. Regulatory changes requiring pricing and coverage transparency have expedited this shift further.

Add to that the rising share of cost to consumers and fluctuating MLRs, it's clear that health plans are working hard to balance outcome improvement initiatives and cost optimization by enabling efficiencies across departments. Investments in growing successful value-based programs continue along with an enterprise-wide focus on moving beyond foundational regulatory compliance.

Health plans are increasingly investing in next-generation digital innovation across the value chain, to have a meaningful impact on member experience, provider engagement, and core business operations.

Industry focus

1 **Consumerism & Transparency:** Unlocking cost information, enabling price transparency, and supporting NSA compliance

2 **Whole-person Care:** Personalization, virtual-first plans, care at home, and SDoH

3 **Convergence within Health Plans:** Cross-functional coordination: risk, quality, care management, PHM

4 **Regulatory Mandates:** Continued emphasis on shifting regulatory needs: HEDIS, Stars, interoperability, VBC

5 **Focus on Government Business:** MA, Medicaid growth requires new depth of technologies and capabilities

Payer Technology Challenges and Need for Transformation

Health plans have prioritized overcoming legacy technology debt that's hindering their transformation.

Core administration systems are often misaligned with the pace of business. Enterprise applications, like CRM, quality, and care management, aren't seamlessly integrated with core platforms nor supporting business and care objectives.

Operations, process, and workflow systems struggle with accurate data and end users can't make informed decisions to drive stakeholder engagement initiatives.

To address these challenges, payer organizations need a strategic partner with deep and proven expertise across key areas like digital transformation, convergence, member engagement and personalized care.

How payer business models need to evolve

1 **Digital transformation** of core enterprise legacy systems alongside implementing modernized systems

2 **Payer–provider convergence** to unify data sources and modernize data architecture, i.e., Cloud and data lakes

3 **Member engagement and digital front door,** i.e., omnichannel data driven engagement strategies and technology solutions

4 **AI adoption** towards prescriptive and predictive analytics for decision support and personalized member experiences

Accelerating Digital Transformation and Convergence Across the Healthcare Ecosystem

Verticals & Segments

Provider	Payer	MedTech	Life Sciences
Large health systems & IDN	Large health plans	EHRs and enterprise clinical applications	Large Pharma companies
Provider-led health plans (Payviders), ACO/MCO	BCBS organizations	Medical imaging vendors	Biotech & Biopharma
Specialty providers	Medicare Advantage Orgs.	Medical devices (CT, MRI)	CROs & research organizations
Ancillary Services (LTPAC, Labs, RCM, Staffing)	Payer services (Utilization management)	RCM tech/service vendors	Global Pharma ISVs
	Wellness & Disease Mgmt.	Pharma & BioTech vendors	

Offerings

Healthcare and Life Sciences Consulting — *Management, functional and digital consulting and business advisory services to address strategic transformation needs and business challenges of clients*

Healthcare Solutions, Services and Products — *Proprietary healthcare products, outcome-based packaged offerings, partner solutions and services* | **PERFORM+ Suite** *Data and Performance Management Suite*

Digital and Product Engineering — *Enterprise software development combining design thinking, next-gen technologies and agile methodologies to create differentiated products and superior digital experiences*

Data, Analytics and AI — *Healthcare focused data, analytics and AI capabilities to solve complex interoperability needs, derive meaningful insights, power decisions and unlock business value*

Next-gen Solutions Support Payer Success

CitiusTech's proven solutions address multiple payer industry needs

Payer Core

Delivering new age core payer solutions and frameworks

- Transaction system implementation
- Core system modernization
- Provider management
- Payment integrity

Member Experience

Digital capabilities & accelerators to deliver omni-channel experience

- Digital front office
- Omni-channel engagement
- Member data architecture

Clinical Solutions

Solutions and strategies focused on care, quality, population health

- Value based care management
- Quality improvement
- Care management

Payer Data & Analytics

Advanced data products and analytics for informed decisions

- Analytics: clinical, member, value-based
- FHIR enablement
- Modern data platform

Government Programs

Manage programs with focus on growth and sustainable value

- Performance management
- MA operations and data strategy
- Medicaid programs

Operations Optimization

Streamline & automate across front-middle-back-office operations

- Process engineering and automation
- Workflow optimization e.g. AA rate, medical management

Strategic Partnerships to Drive Value for Health Plans

CitiusTech has an established ecosystem of partners to deliver value for Health Plans across core administration, price transparency, benefit management & digital technologies

Healthcare Systems

HEALTHEDGE | altruista HEALTH | Sapphire | Simplify Healthcare

Analytics Partners

John Snow LABS | jvion | DATAVANT | whiz.ai | REDOX^

Hyper Scalers

aws | salesforce | Google Cloud Platform | snowflake | Microsoft

Other Tech Partners

AUTOMATION ANYWHERE | Red Hat | CLOUDERA | +tableau | UiPath

Reseller Partnership

Success Stories: Value-driven Engagements with Leading Health Plans

Leading Blues Health Plan
6+ year relationship

- **End-to-end HEDIS & Star Rating** management improvement ,including AI models, achieving 4.5 Stars

- **Unified Clinical Data Pipeline** processing 10MN CCDAs, closing 270K+ gaps annually

Fortune 100 Health Insurance Company
9+ year relationship

- **Adobe Experience Manager Implementation** for member engagement, delivering 9+ NPS

- **HIE Platform Engineering & Sustenance** supports 1,300+ provider interfaces

- **Salesforce Integration** modernized EOBs, welcome kits, G&A letters, etc.

National Health Plan and Services Organization
8+ year relationship

- **UM Platform modernization** across 1,000+ programs, driving improved clinician experience

- **Enterprise Data Lake on Cloud** enabled 360* view on 25TB+ data from 30+ source systems

About CitiusTech

With 6,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem.

We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

100%
healthcare focus

130+
healthcare clients

50M+
lives touched

4.5/5
client satisfaction score

$340M+
worldwide revenue

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