

Global payer and insurance services company

9+ | Years of relationship
40+ | Engagements to date

Business Problems

- **Disconnected member engagement** resulting in lack of omnichannel experience
- **Inefficient provider onboarding workflows** due to disparate provider systems within the enterprise
- **Dependency on IT team** for content management and website performance and rendering issue
- **Lack of real time data exchange** resulting in higher processing time to validate member's Medicare coverage

CitiusTech Solution(s) & Value Delivered

- ▶ **Elevated member experience using Adobe Experience Management (AEM)** implementation for flexible content management across all LOBs
- ▶ **Integrated Salesforce** workflows to deliver EOB, grievance, welcome letters
- ▶ **Modernized** provider Contract Lifecycle Management (CLM) platform for efficient and flexible operations
- ▶ **Auto-dialer bot** solution in a dockize environment with microservice to improve efficiency
- ▶ **Interface development** using Ensemble for seamless payer-provider collaboration



100%

Digitization of EOB letters

55%

Reduction in member call volumes

1300+

New interfaces implemented

9+

NPS rating reported by ~80% users