

Powering the Future
of Healthcare ▶

 **CitiusTech**

Performance Management For Health Plans

Optimize outcomes across quality
and value-based programs



www.citiustech.com

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

Driving Quality & Performance Outcomes for Value-based Care

Health plans' clinical quality and provider performance improvement programs are rapidly transforming, in response to value-based care adoption. Quality and performance initiatives span multiple measures like NCQA HEDIS, CMS Stars and Core Set, ACO and are cross-functional in nature, impacting care management, risk adjustment, provider relations and many departments.

Transparency- and interoperability-focused regulations hold potential for greater collaboration with providers, creating new opportunities to improve outcomes.

Health plans are looking to tailor stakeholder outreach and ensure impeccable member satisfaction to drive growth in key, profitable lines of business, like MA and ACA while ensuring all member population are served well.

Health plans are re-assessing existing processes and adopting modernized technologies to stand-up next generation quality and value-based performance solutions as part of their transformation.

Health Plan Priorities

- 1 Coordinated convergence** across departments and lines of business
- 2 MA and ACA revenue** capture and growth
- 3 Regulatory focus** on quality, interoperability, and value
- 4 Improving collaboration** in provider relationships
- 5 Whole-person care** and personalized member experiences
- 6 Health equity and equality**

Payer Performance Overview: Technology Enablers

A modernized approach to quality performance improvement requires intelligent prioritization of care gaps and tasks, unified actionable views across stakeholders, and interoperable payer-provider systems.

This approach should include AI/ML-based measure-member compliance prediction, cohort prediction, provider impact and member engagement scoring to drive desired efficiencies and ROI. Additionally, unstructured data from sources like clinical notes, surveys, and SDOH can be classified using AI models for high-precision recommendations.

FHIR-based, bi-directional connectivity with provider systems enables care gap alerts and clinical data collection enables real-time transparency with a high degree of efficiency while making chart chases obsolete. Downstream integration of quality and performance outputs, using a micro-services architecture and API integrations, affords downstream functions for care management, outreach, and settlements.

The adoption of next-gen data, analytics and AI will successfully transform quality functions beyond regulatory compliance towards stakeholder-centric value objectives.

1

Deep population analysis with focused, actionable lists through AI/ML

2

Analytics democratization and insights from new datasets: surveys, SDOH, NLP

3

Real-time, transparent data exchange with providers using FHIR

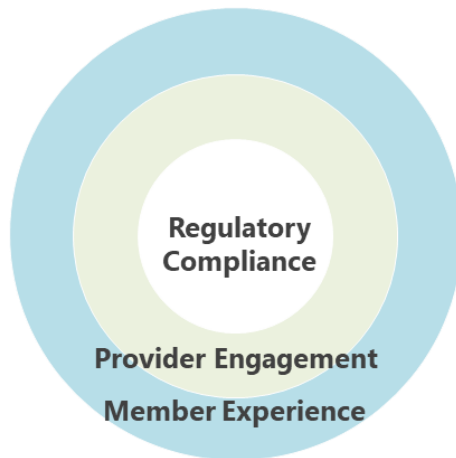
4

Centralized quality decision collaboration and alerts with API-based integration

Performance Solutions: Quality and Value-based

CitiusTech believes that revamping quality and value-based performance initiatives are critical to realizing outcomes and financial objectives. Our approach ensures that payers are successful not only with regulatory compliance, but in delivering collaborative provider engagement, and delightful member experiences.

Beyond HEDIS & Stars



REGULATORY COMPLIANCE

- Member Care Gaps
- Audits & Submission
- Score Improvement

PROVIDER ENGAGEMENT

- Value-based Contracts
- Contractual Quality
- Workflows & Analytics

MEMBER EXPERIENCE

- Member Stratification
- Experience Analytics
- Hyper-personalization

Performance Improvement Capabilities

CitiusTech offers comprehensive solutions through our PERFORM+ Suite along with specialized services transforming quality and value-based performance initiatives.

PERFORM+ Suite

End to End performance improvement platform

Enabled By

Payer Performance Improvement Programs

Pre-built platforms to enable scalable data strategy and drive HEDIS/Stars improvement for VBC

AI/ML decision library to augment workflows with prioritization, alerts, and next best action

Conversational analytics for superior productivity, effective analysis, and actionable self-service

FHIR-based interoperability and clinical data exchange for real-time care gap insights

Consulting across quality improvement strategy, process transformation, and value-based opportunities

Payer Data Strategy

ADMINISTRATIVE | CLINICAL | OPERATIONAL | EXTERNAL

Multiple Products that Operate in an Integrated Environment

The PERFORM+ Suite gives analytics and informatics teams, performance management teams, decision makers and technology teams the ability to configure and design custom solutions based on their unique needs.

PERFORM+ Quality / Stars

- Actionable insights to improve performance
- Plan performance benchmarking
- AI to prioritize actions & gaps



PERFORM+ Contracts

- Centralized solution across programs
- Gaps-in-care closure
- Provider self-service tools

PERFORM+ Connect / DataScale

- Integrate data across sources & formats
- FHIR – based data exchange
- Supplemental data collection

PERFORM+ Regulatory

- Single solution for all regulatory programs
- Real-time HEDIS compliance runs
- HEDIS and MRR optimization

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 & Sustainance** supports 1,300+ provider interfaces
- **Salesforce Integration** modernized EOBs, welcome kits, G&A letters, etc.



National Health Plan and Services Org.

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.

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100%
healthcare focus

130+
healthcare clients

50M+
lives touched

4.5/5
Client Satisfaction Score

\$340M+
worldwide revenue

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