

Leveraging a Hybrid Cloud Implementation Strategy

One of the Largest Health Insurance Companies in US

Business Problems

- Improve areas critical to clients **Medicare enrollment and shopping portal experience**
- Create a portal that would handle a sudden surge **in site volume during high-demand periods**
- Revamp the existing portal that would **adapt to changing products, data needs and consumer preferences**

CitiusTech Solution(s) & Value Delivered

- Proposed a **hybrid architecture** with **auto-scaling technology** giving clients design & development teams the ability to iterate on the **portal redesign** and release to production in **faster cycles** which made **high-volume periods easy** to accommodate
- The proposed architecture using **Cloud and on-prem** released results in a **continuous improvement and continuous development model** while ensuring **regulatory compliance** to security and storage of PHI data
- Developed a **robust, flexible, and adaptable portal** for a **renewed shopping experience** that is **less costly** and easier to change as **consumer tastes evolve**



0 Incidents **50%**
achieved for 2020 Annual Enrollment Period (AEP) *increase in portal performance*

Improved Shopper Satisfaction **Reduced Telesales Calls**