



Augmenting Digital Presence in a Competitive Marketplace with a Health Plan Member Portal Solution

Success Story

A global health care technology services group improves their market presence, reaching over 2.5 million users, and increases revenue by \$4.2 million with a comprehensive member portal enhanced in partnership with CitiusTech.

Business Impact

CitiusTech developed a member portal for the client, enabling the client to increase their customer base and provide their customers a highly satisfying digital experience across their range of insurance products and services. The speedy turnaround times and lower dependency on customer support team also improved their NPS score.

\$4.2 Mn

increase in revenue
& accelerated growth

2.5 Mn

health plan
members reached

55%

reduction in
overall call volumes

Client Requirement

The client is a health information technology and services firm operating across 150+ countries, and provides technological, operational and consulting solutions and services.

Their traditional set-up did not allow existing health plan members to **access information** and **carry out transactions digitally**.

To overcome existing challenges, the client needed an integrated member portal that could enhance their digital presence by extending online services to their customers.

The CitiusTech Advantage

CitiusTech's healthcare industry acumen and engineering capabilities enabled a quick and efficient member portal enhancement.

The team conducted a preliminary assessment and **identified four functionalities** to be developed - submission of claims; attaching documents on submitted claims; member information updates; and modification / changes in beneficiary details.

The team's expertise with commercial and open-source applications ensured a quicker turnaround time for the client with reduced dependency on the customer care.

Technology Overview

The member portal has been developed using Java 8, Struts 2.0 (as a web project), and Spring Boot on the service side. The front end of the application is JSP, JavaScript, CSS, and HTML. The member portal enables salient features including:

- Quick view of all member policies
- Simple download and upload capability
- Display of available plans purchased
- Easy submission of claim information
- Document attachment for submitted claims

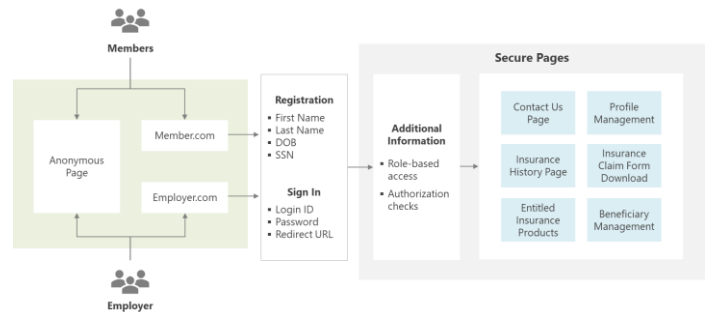
Performance Benchmarking

- Identifying key performance targets, resource usage and application analysis reports
- Defining performance SLAs and key measures for success
- Benchmarking using load, stress, endurance, volume, spike, failover, and throttle bandwidth tests
- Analyzing user action and performance reports, along with measurement of data and impact of new releases

- Enabling large scale benchmarks and readiness for peak usages

RESTFUL Web Services

- Real-time and simplified access to information using RESTFUL web services
- RESTFUL framework for reducing development time and operation costs
- Performed the CRUD operations using REST APIs



Workflow – Member Portal

About CitiusTech

CitiusTech is a specialist provider of healthcare technology services and solutions to healthcare technology companies, providers, payers and life sciences organizations. With over 4,000 professionals worldwide, CitiusTech enables healthcare organizations to drive clinical value chain excellence - across integration & interoperability, data management (EDW, Big Data), performance management (BI / analytics), predictive analytics & data science and digital engagement (mobile, IoT). CitiusTech helps customers accelerate innovation in healthcare through specialized solutions, platforms, proficiencies and accelerators. With cutting-edge technology, world-class service quality and a global resource base, CitiusTech consistently delivers best-in-class solutions and an unmatched cost advantage to healthcare organizations worldwide.

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