

Powering the Future
of Healthcare ▶

 **CitiusTech**

Health Plans

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



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.



Gartner



healthcare
innovation
PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION

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 and analytics, digital engineering, provider performance management and member experience management.

3 out of top 5

national plans are our customers

130+ Healthcare Customers

leverage our products and solutions

Where is the Payer industry headed?

With growing adoption of digital technology, consumers 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 and 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 the 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 future business 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



Payer



Provider



MedTech



Life Sciences

Offerings



Healthcare and Life Sciences Consulting

Management, functional and digital consulting and business advisory services to address strategic transformation needs along with business challenges of clients



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



Interop and Integration Engineering

Extensive portfolio of capabilities and accelerators to drive complex integration and interoperability programs – across applications, data, workflows, and standards



Implementation Services

Consulting, design, re-engineering and implementation of specialty EHR/EMRs, clinical solutions, core healthcare systems, consumer experience systems, RCM and analytics platforms



Healthcare Solutions, Services and Products

Proprietary healthcare products, outcome-based packaged offerings, partner solutions and services

PERFORM+ Suite

Quality and Value Based Performance mgmt.

RealSight

Price Transparency Platform



Next-gen solutions for 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 and 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 and 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 and 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 and digital technologies

Healthcare Systems



Analytics Partners



Hyper Scalers



Google Cloud Platform



Other Tech Partners



Success stories: Value-driven engagements with leading health plans



Leading Blues Health Plan

6+ year relationship

- **End-to-end HEDIS and 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 and Sustainance** supports 1,300+ provider interfaces
- **Salesforce Integration** modernized EOBs, welcome kits, GandA 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 8,000+ 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 and 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

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