Powering the Future
of Healthcare ▶

**CitiusTech**

# Care Architecture for Payers

**Payer enterprise strategies for optimizing interventions & delivering on the promise of value-based care**

# Drivers Necessitating an Architectural Shift

## 4%

decline in Hospital provider revenue since 2019

**McKinsey Report**

## 100%

**Value-based payments for MA by 2025**

**CMS HCP-LAN Goals**

## 42%

**Lower NPS for Payers vs other industries**

**XM Institute Report**

### Care shift to home / Optimized site of care

Members are demanding alternate, convenient mechanisms of care which can be delivered virtually or at lower cost settings to help stay away from hospitals.

### Higher risk sharing and cost optimization through VBC

More providers are strategizing for vertical integration and showing openness for value-based arrangements that scale towards higher risk sharing models such as percentage of premium.
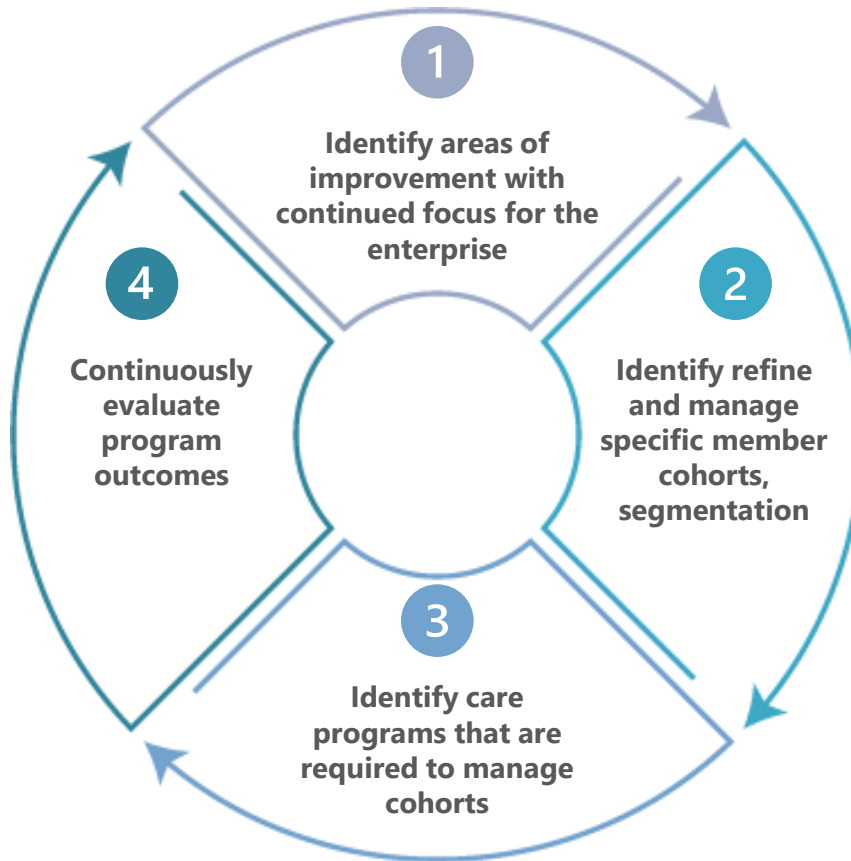
### Personalization for greater member and provider mindshare

Members care accessibility, engagement and health perception need to be monitored across the care journey alongwith personalized recommendations for greater mindshare and improved outcomes.

### Technology Considerations

- Singular Care Gap Repository on Cloud

- Integration with Enterprise Payer Workflows

- Align with Digital Quality Measures (dQMs)

- Flexible Value Based Program Workflows

- Integration with Specialized Clinical Partners

- Real Time Architecture for Swift Actions

- FHIR based Data Exchange for Quality Measures

- Advanced Analytics for Continuous Improvement

# Payer Workstreams for Enterprise Care Architecture



**1** Identify areas of improvement with continued focus for the enterprise

**2** Identify refine and manage specific member cohorts, segmentation

**3** Identify care programs that are required to manage cohorts

**4** Continuously evaluate program outcomes

Payer need to consolidate and longitudinally access population driven outcomes such as quality/HEDIS scores, Risk scores, Star Ratings, Care management and others in a unified fashion.

Longitudinal population analysis should churn focused cohorts with prioritization scores, outcomes impact and projected goals.

Payer need to design and establish clinical programs with appropriate sub-network strategy, onboarding of various clinical partners, execution of value-based engagements with clear improvement goals.
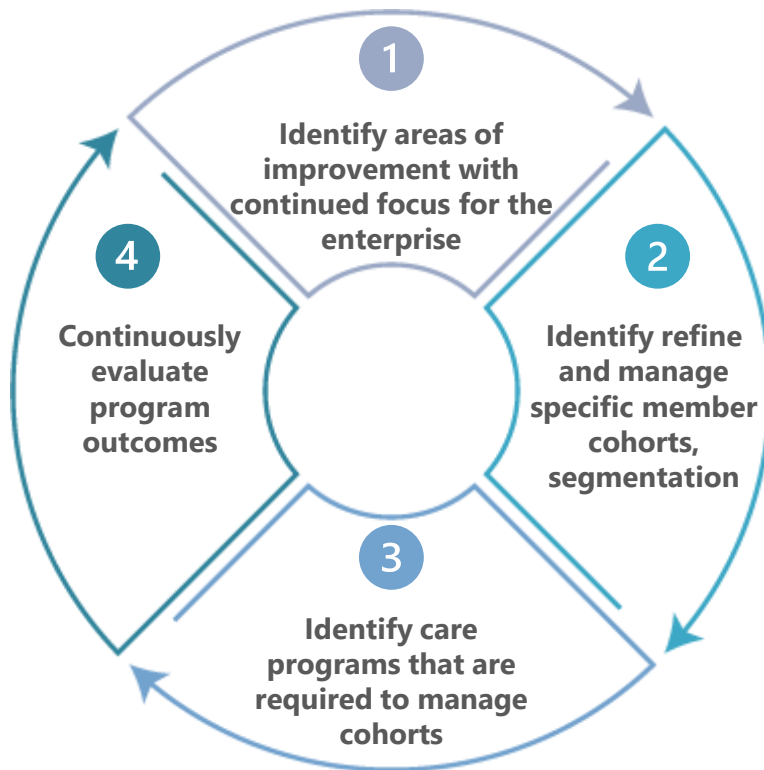
Focused cohorts to be intelligently mapped to either an existing clinical program or a new clinical program that best represents cohort characteristics and addresses population care gaps.

Payers need to continuously benchmark and recalibrate the clinical program success against set goals, other cohort performances, historical performance and market health outcome trends for driving continuous improvement.

# Payers need to reinvent current workstreams to scale value-based care programs

# Enterprise Care Architecture: Solution Components



**Payer-Provider Data Convergence**
- FHIR based care gap alerts and clinical data collection
- Unified clinical data repository as well as view into performance

**Member Care Gaps Generation & Management**
- Singular source of truth for all care gaps – HEDIS, Star, Risk, others
- Payer workflow integration (e.g. CRM) for real-time gap alerts

**Cohort Analysis / Segmentation**
- AI/ML library for scoring, prioritization and segmentation
- Cohort prioritization and mapping with clinical programs

**Clinical Program Design, Execution & Ongoing Mgmt.**
- Clinical partner onboarding and continuous performance monitoring
- Value-based program design – Model, Goal, Incentive structure
- Drive personalized and contextualized 'Call to action' across channels

The circular diagram contains:
- 1 — Identify areas of improvement with continued focus for the enterprise
- 2 — Identify refine and manage specific member cohorts, segmentation
- 3 — Identify care programs that are required to manage cohorts
- 4 — Continuously evaluate program outcomes

**Health plans need to evaluate their existing approaches and enhance both data and analytics capabilities to build foundations for a future proof value-based care architecture.**

# CitiusTech Offerings To Enable Modern Care Architecture for Payers

**Business & Technology Consulting**
- Assessments for current state maturity and transition roadmap for future
- Business and technology SMEs across VBC value chain

**Care Gap Repository on Cloud**
- Technology expertise to design and develop care gap repository on cloud
- Partnership with leading hyperscalers and data partners

**Real-Time Architecture Design**
- Real time architecture design and modelling for real-time exchanges
- Technology expertise to build streaming / real-time apps e.g., Kafka®

**Interoperability & FHIR based Exchanges**
- Payer enterprise FHIR enablement with bi-directional exchange setup
- Technology expertise to design and develop 3rd party integrations / interop

**Data Strategy & Advanced Analytics**
- Library of AI models across value-based performance spectrum
- Data accelerators for ingestion, parsing, data quality, processing & storage

**E2E Value Based Prog. Mgmt. Platform**
- PERFORM+ Contracts – an E2E value-based performance mgmt. platform
- Smart configurable templates aligned with HCP LAN APM framework

# CitiusTech Success Stories



## Care Gap Repository on Cloud for a West Coast Blue plan

- **Enabled high efficiency care gap operations** through integrating 30+ feeds across 25+ clinical partners

- **Annually 1.3M care gaps and 4.3M** provider outreaches influenced

- **20% reduction** in overall provider data request ~ $1M savings per year



## Cohort Expansion Program for National Home Health Org.

- **Employed advanced analytics** to study current member behavior and gap closure success patterns – 64K members, across 6+ CCs

- **Recommend members for cohort expansion** with high probability for gap closure success

- **Identified improvement opportunities** on MLR and PMPM post-engagement



## Value-Based Program Outcomes Analytics for East Coast Blue plan

- **Designed data pipeline for performance data ingestion** from clinical partners - medication and mental health

- **Designed BI dashboards** for MOM benchmarking and reporting of results

- **Enabled Executive transparency** across program to monitor ROI

# About CitiusTech

With 7,500+ 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.

**100%**
healthcare focus

**130+**
healthcare clients

**50M+**
lives touched

**4.5/5**
client satisfaction score

**$420M+**
worldwide revenue

# Authors

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He has diverse experience in leading projects for Health plans, MSOs, Care delivery organizations, with extensive experience in integration and interoperability projects with experience in standards like EDI X12 transactions, CCDA & FHIR

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He is AHIP Certified and has specialized expertise for payer quality (HEDIS®/Stars), payment integrity, payer core systems with focus on platform based solutioning.

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