

Perspective

Coordinated Convergence around the Member

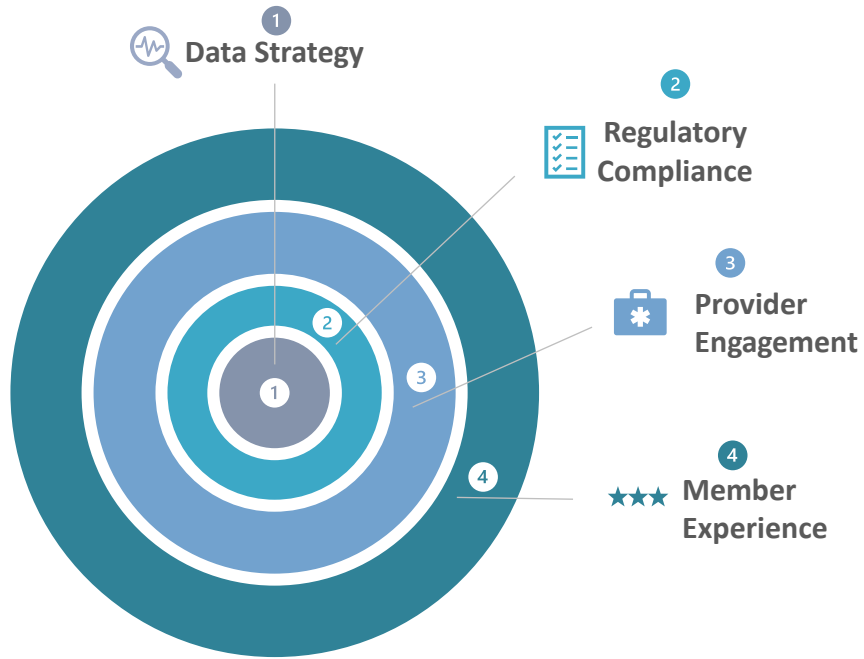
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Rethinking Quality and Value Based Care

CitiusTech believes that the Health Plan industry is moving towards delivering an Integrated Quality experience across multiple key enterprise strategic initiatives – Enterprise Quality, Value based Care Contracts, STAR Ratings, Risk

Beyond HEDIS & Stars



Data Strategy	Regulatory Compliance	Provider Engagement	Member Experience
Quality Data Pipeline	Member Care Gaps	Value Based Contracts	Member Segmentation
FHIR Data Exchange	Audits & Submission	Contractual Quality	Experience Analytics
MRF Ent. Insights	Score improvement	Workflows & Analytics	Hyper-personalization

Business Consulting & Technology Solutions

AL/ML

Data Products

Conversational Analytics

FHIR



PERFORM+ Suite

Connect
Data Interoperability

DataScale
Curation and Governance

Contracts
Value Based and Pop Health

Quality
Centralized Management

Regulatory
End to End HEDIS, MIPS, ACO, MU

Stars
CMS MA Improvement

What does this mean from a member perspective?



**Stars Improvement /
Maintenance**
Member Experience



Value Based Care Execution
Member Outcomes & Payment

Outreach that is redundant
and mis-aligned

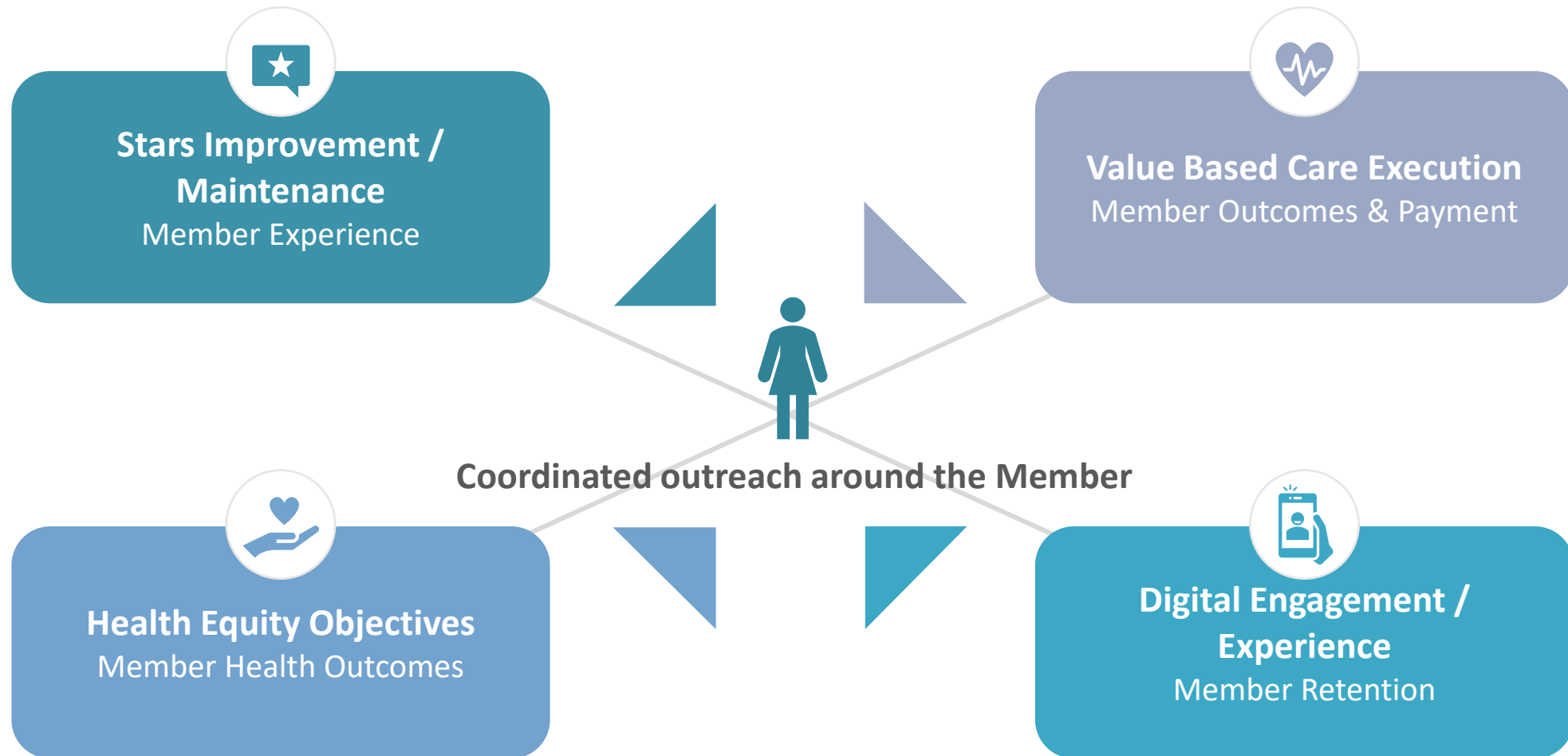


Health Equity Objectives
Member Health Outcomes



**Digital Engagement /
Experience**
Member Retention

What does this mean from a member perspective?



CitiusTech Offering: Clinical Data Integration Assessment and Execution

Business Problem

Health plans with their current distributed clinical operations have lead to isolated sources of clinical data. It is business imperative for health plans to have standardized clinical data operations and singular source of truth to improve efficiency, reduce abrasion and align with CMS/NCQA Interop vision.

How CitiusTech can Help

Transformation services with member centric operations, functionally integrated solutions

- **Clinical Data Ingestion Pipeline:** Ingest from various sources in multiple formats & run frequency –HL7, CCD, FHIR, Unstructured
- **Clinical Data Storage:** Enterprise single source of truth for clinical data in a scalable infra with high performance
- **Clinical Data Collaboration:** Standardized mechanism to request & collaborate clinical data across enterprise
- **Event Driven Architecture:** Identify provider & member actions based on clinical events with real-time alerts / push
- **OMOP Based Journey Analytics:** Leveraging OMOP and OHSDI open-source tools for patient journey analytics
- **FHIR DQM, DEQM Assessment:** Assess enterprise readiness for FHIR QI-Core Model, DQM Processing & FHIR Data Exchange

Clinical
Data
Adaptors

Data
Platform
(Data Scale)

Cloud &
Data
Partnerships

Technology
Consulting

AI/ML Cohort,
Journey
Analytics

Integration
Services

Value delivered



Improved efficiency & reduced provider abrasion



Future alignment with industry changes



Proactive communication on care gap actionability



Significantly improved operational margins

CitiusTech Offering: Value Based Analytics & Execution

Business Problem

It is a business imperative for health plans and health systems to deliver value-based care to their members/patients. Determining definition of value, related payments, and optimal network composition is a moving target. Sophisticated analytics and continuous network monitoring is required.

How CitiusTech can Help

Transformation services with member centric operations, functionally integrated solutions

- **Value Based Program Set-up:** VBP set-up for providers with recommended measures, targets and incentives
- **Clinical Data Enrichment:** Chart 'supplemental data' strategies with network operations and provider capabilities
- **Program Monitoring:** Utilize ML based performance monitoring techniques across sub-networks and member cohorts
- **Focused Pathway for QI Goal:** Identify focused measures, members, providers and performance targets
- **Provider Engagement:** Execute engagement strategy - integrated operational, financial, and technical infrastructure
- **Enterprise Decision-Making:** Provide necessary insights (analytics) to front office decision-makers (providers / members)

Integration of Star Data Sources

AI /ML Quality Decision Library

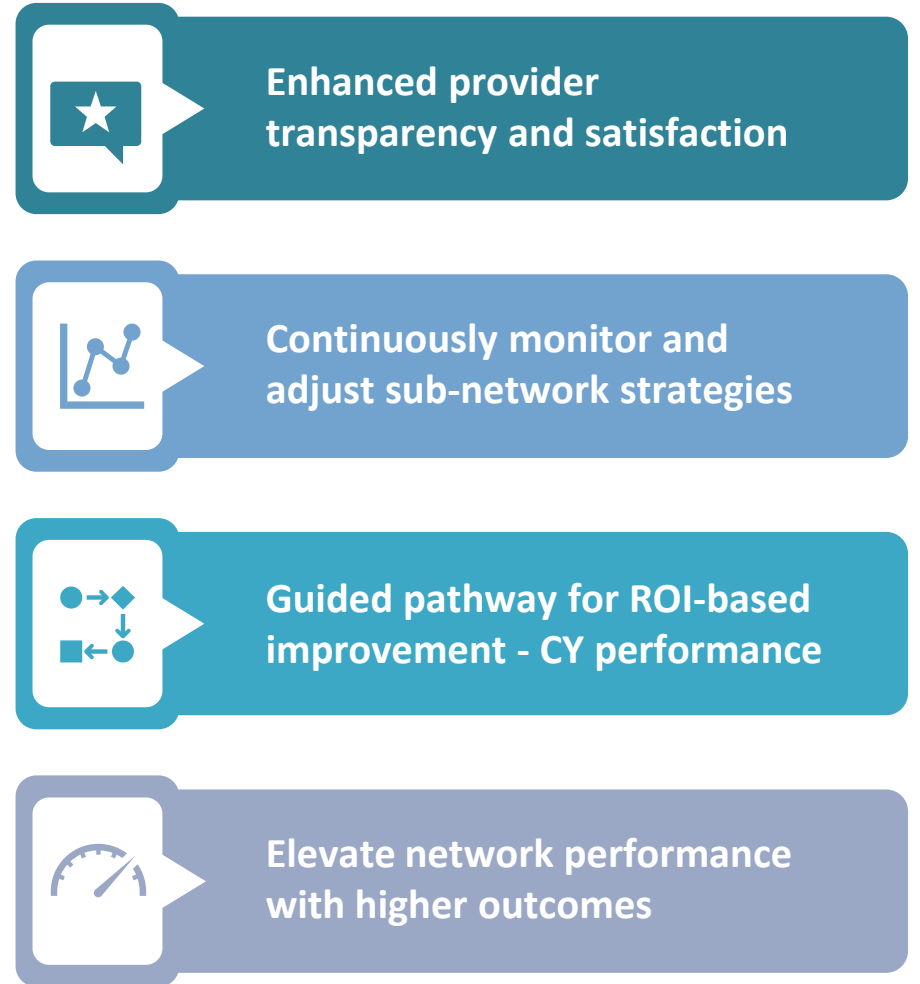
Care Gap Engine (Perform+)

VBP Mgmt. (Perform+)

Provider Campaigns (Perform+)

Member Campaigns

Value delivered



Success Story: Stars and Data Strategy Assessment

6 weeks assessment of a Leading Blue plan's Stars operations and enterprise data strategy to inform member retention and member engage-ability

Business Problems

- **Maintain and improve member NPS scores** to retain membership and sustain growth across 4 different markets
- **Increase supplemental data coverage** for entire membership – clinical data sources across network
- **Better understanding of member** – collect information on members faster for next action
- **Revise enterprise data strategy** – focus on delivering delightful member experience and efficient operations

CitiusTech Solution(s) & Value Delivered

- Rationalized cross-functional goals for 9 committees across 12 functions – **measuring campaign efficacy, streamlining operations**
- Roadmap to **methodically increase supplemental data coverage** to 80% of membership across all LOBs
- Identified 7 **member propensity models** for most informed actions across customer service, network management, and pharmacy
- **Enabled enterprise wide decision-making (12 functions)** based on same insights (probabilities) and single source of member information
- **Accelerated data roadmap (analytics strategy)** to improve member experience (take coordinated actions toward greater customer satisfaction)
- **Realigned network contracting strategy** – improve member understanding + experience



10+

Departments engaged for efficiencies

NPS 60+

Member NPS goal for new initiatives

80%

Supplemental data coverage goal – enhanced

20+

Projects for Automated Data Foundation



 **CitiusTech**

Powering the Future of Healthcare ▶