Powering the Future
of Healthcare ▶

CitiusTech

Payer Data & Analytics

**Drive member engagement,
streamline organizational workflows,
enable actionable insights and
maximize data access**

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.

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

3 out of the 5
national plans are our customers

9 Blue plans
leverage our products and solutions

Payer Data & Analytics: Industry Trends

Maintaining fragmented data sources is costly and holds health plans back from achieving business objectives and improved outcomes for members. Digitization and new standards for interoperability are driving innovative data and analytics solution choices.

Payer-Provider Convergence

Vertical integrations and new partnerships require integration with health systems via EHRs, SDoH, and other data sources like PBMs, digital health, and RPM.

AI/ML-led Operational Innovations

Payers are developing innovative applications around data science and analytics, bringing operational efficiency in workflows for UM and network optimization.

Transparency and Other Regulations

New regulations, unlocking cost information and standardizing interoperability via FHIR, are empowering stakeholders with strategic and competitive insights.

API-based Real-time Interactions

Integrated care delivery is driving real-time analytics via event-based, micro-services and API architecture, particularly in new care partnerships like payviders and retail.
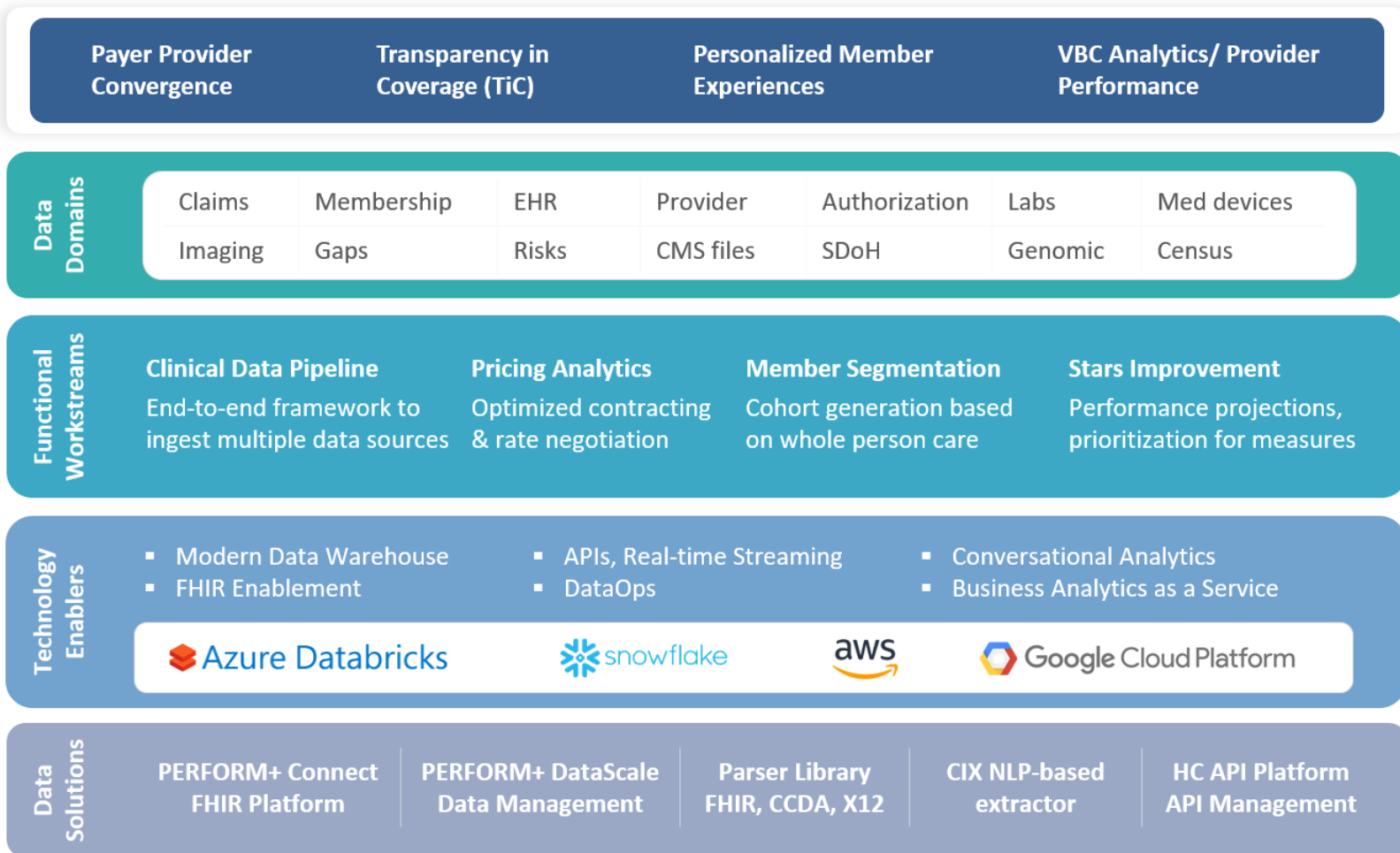
Whole-person Care

Payers are investing heavily into personalized care, mining whole-health analytics across behavioral health, digital health, and virtual care settings

Distributed, Scalable Data Platforms

There is an aggressive shift to next-gen Cloud platforms to manage data efficiently, run analytics, and enable seamless stakeholder collaboration.

Payer Data & Analytics: Offerings

Payer Provider Convergence	Transparency in Coverage (TiC)	Personalized Member Experiences	VBC Analytics/ Provider Performance

Data Domains

Claims	Membership	EHR	Provider	Authorization	Labs	Med devices
Imaging	Gaps	Risks	CMS files	SDoH	Genomic	Census

Functional Workstreams

Clinical Data Pipeline	Pricing Analytics	Member Segmentation	Stars Improvement
End-to-end framework to ingest multiple data sources	Optimized contracting & rate negotiation	Cohort generation based on whole person care	Performance projections, prioritization for measures

Technology Enablers

- Modern Data Warehouse
- FHIR Enablement
- APIs, Real-time Streaming
- DataOps
- Conversational Analytics
- Business Analytics as a Service

Azure Databricks snowflake aws Google Cloud Platform

Data Solutions

PERFORM+ Connect FHIR Platform	PERFORM+ DataScale Data Management	Parser Library FHIR, CCDA, X12	CIX NLP-based extractor	HC API Platform API Management

Payer Data & Analytics: CitiusTech's Approach

✓ CitiusTech equips payers to utilize large volumes of data from various sources like EHRs, HIEs, PBMs, digital health devices, and RPM in different formats to derive actionable intelligence quickly

✓ Our data solutions support payers to centralize and shift decades of on-premise, legacy data to unified, integrated, and modern data platforms while modernizing their BI/AI architecture

✓ Industry-leading solutions were designed to help payers accelerate their FHIR strategy and enable real-time data-sharing capabilities

✓ CitiusTech's analytics solutions deliver personalized member experiences and VBC analytics for improved quality and health outcomes

✓ Our extensive experience in data science and analytics streamlines payer workflows and improves stakeholder satisfaction

Data Solutions

Enterprise Data Platform

Data Interoperability

Analytics Solutions

Stakeholder Analytics

Operational Analytics

CitiusTech's Data & Analytics Solutions with Enablers

Data Solutions

Enterprise Data Platform

- **Modern Data Platform:** Enterprise data strategy definition, data modernization, and Cloud strategy
- **Data Quality and Governance:** Pre-built data quality rules, governance and master data management (MDM)
- **Real-time streaming:** Real-time strategies API-based and event-driven architectures for workflows, streaming analytics

Data Interoperability

- **Provider Data Integration**: Standards-based or custom integrations with EHRs, HIEs, devices and external sources
- **Clinical Data Pipeline:** Clinical data processing like CCDA, HL7, and FHIR with pre-built parsers
- **FHIR Data Architecture:** Pre-built FHIR gateway, APIs, and repository for enterprise-wide FHIR data exchange

Analytics Solutions

Stakeholder Analytics

- **Member Analytics:** Member journey mapping, personalized plan recommendations, SDoH analysis, and precision medicine
- **Provider Analytics:** Contract simulation, incentive design, performance management, and outreach optimization

Operational Analytics

- **Payer Operations:** Claims and UM automation, network optimizer, and payment integrity analytics
- **Audit & Reporting:** Analytics for audit support with transparency into risk of non-compliance, Star Ratings improvement

Enablers

Healthcare Consulting	**Digital Engineering**	**Data Accelerators**
Readiness assessment & quality mgmt. framework	Analytics as a Service, MLOps, rapid prototyping	Streaming analytics and performance dashboards

CitiusTech's data and analytics solutions give payers a competitive edge in an ever-evolving industry by engaging stakeholders, streamlining organizational workflows, and maximizing data access.

Our deep experience across modern data platforms, payer-provider convergence, personalized care delivery, member analytics, precision reimbursements, value-based analytics, and payment integrity solutions uniquely positions us to serve payer enterprises.

Success Stories: Value-driven Engagements with Leading Health Plans

Member segmentation analytics for home health services:

- **Centralized repository for 20+ sources**, seamless onboarding of across 10+ health plans

- **17% increase in member selection** with optimized cohort generation across 6 chronic conditions

- **25.3% reduction in MLR** post engagement for CHF

- **>30% engagement rate** for each chronic condition

Clinical data pipeline to improve gaps closure for a leading blues health plan:

- **Unified Clinical Data Pipeline** processing 10MN CCDAs, closing 270K+ gaps annually

- **End-to-end HEDIS & Star Rating** management improvement, including AI models, achieving 4.5 Stars

- **78% improvement** in time-to-deploy custom measures

- **10X more gaps closed** than traditional chart chases

About CitiusTech

With 6,500+ 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

$340M+
worldwide revenue

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