

Powering the Future
of Healthcare ▶

 **CitiusTech**

Member Experience Solutions

Unlock seamless member
experience and accelerate
digital transformation



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.

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



Payers are Focused on Member Experience

In this era of consumerism, payers and payer services organizations are increasingly focused on “whole-person health” that encompasses all aspects of care for a member: medical, pharmacy, behavioral, as well as their social determinants and wellbeing.



Whole-person Health

More personalized care that addresses care gaps, utilizing comprehensive member data



Healthcare Consumerism

Learning from digital-natives, adopt digital or mobile-first approach to serve unique needs of members



Virtual-first Plans

Increasing adoption of virtual health plans for primary care, wellness, and chronic care



Government Mandates

Continued push for transparency to expose healthcare data publicly, empowering members



CAHPS Weightage

Increasing shift in weightage towards member experience measures

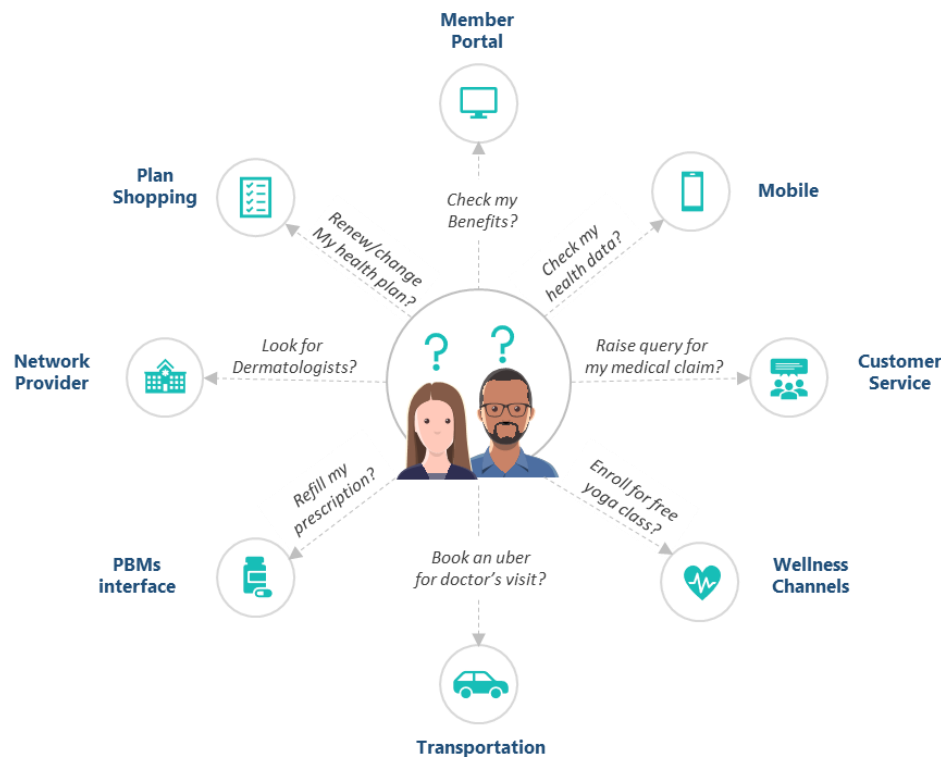


SDoH & Behavioral Data

Increasing availability of high-volume, non-traditional data sources from disparate sources

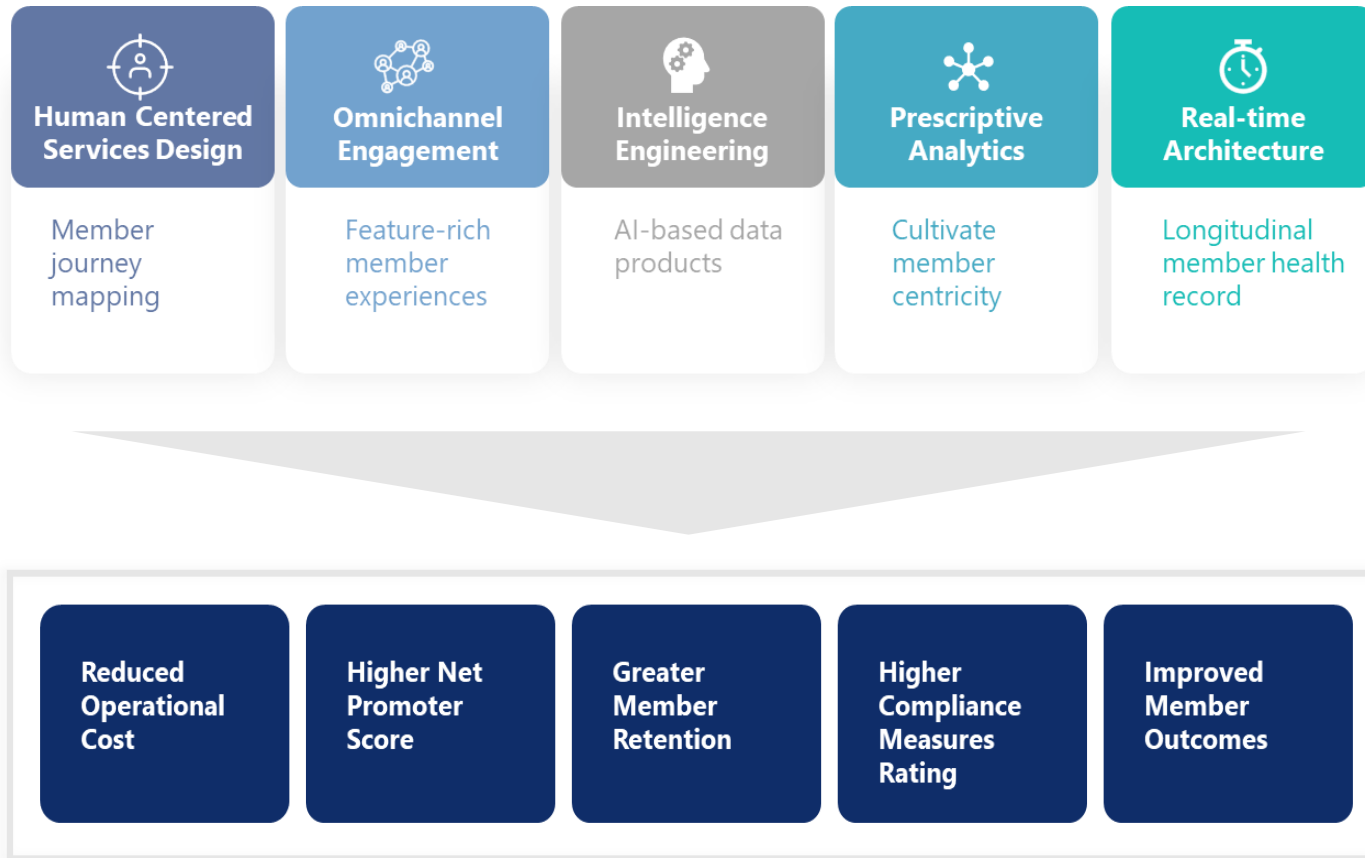
Payer Industry Challenges around Member Experience

The current healthcare delivery model is fragmented with low transparency for members, which leads to a poor member experience, reduced member loyalty, poor online reviews, and sub-optimal outcomes.



- 1 Disjointed Member Experiences:**
Members need multiple login credentials for different platforms and services
- 2 Confusing Care Navigation:**
Members are overwhelmed and confused, spending time searching rather than taking healthy action
- 3 Siloed or Loosely-connected Apps & Systems:**
Creates highly-decoupled, inefficient member experiences, particularly across channels

CitiusTech's Solutions Deliver a Modern, Personalized Member Experience



Human Centered Services Design

Service design is the activity of planning and organizing a payer's resources such as people, technology, products, and processes to optimize operations and deliver better services and experiences across the member journey.

CitiusTech Service Design Framework:



Research

Understand members and their touchpoints in the ecosystem with governance



Ideation

Develop design blueprints and create proof of concept prototypes for implementation



Interpretation

Analyze research outputs to create user personas, proposing service design briefs



Evaluation

Receive final sign-off and gather feedback to engage in a cyclical process of continuous training and improvement

Solutions and Accelerators:

HCD Consulting:

Assessment of system and processes, research and design blueprinting

UX Design: Lean UX canvas, 20-pointer checklist, mood boards, apps and services design

Lean Process Management: Process optimization and best practices implementation



Buying



Enrollment



Support & Services



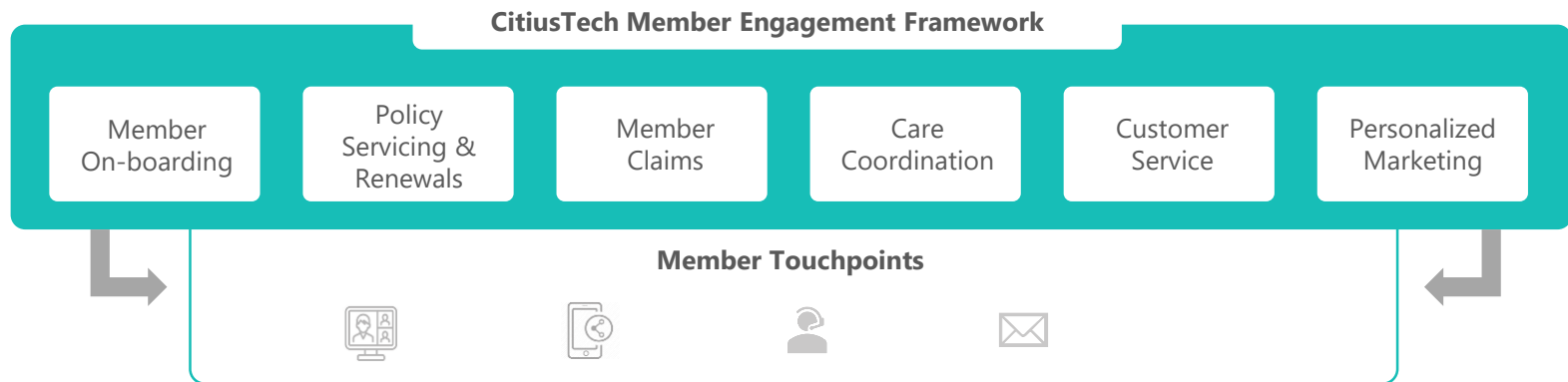
Episode



Renewal

Omni-channel Engagement

Health plans have multiple member touchpoints with multiple owners within the organization who are responsible for making decisions. They face a lack of cohesive and unified member engagement, resulting in disconnected and siloed execution and untoward downstream effects on member satisfaction and health.



CitiusTech's digital front door framework defines omnichannel member experience aimed towards using a variety of proven technologies and solutions. This framework enables a seamless experience across various interaction points along the member relationship continuum and individual cycles of experience within the ongoing journey.

Solutions and Accelerators:

Front-end Development:

UI development for portals and apps, library of micro-fronted and SMART applications

Tech Modernization:

Composable architecture design for legacy modernization and healthcare API platform

Consulting & Advisory:

Technology and domain consulting framework underpins digital front door roadmap

Intelligence Engineering

A diverse array of manual processes within payer systems leads to reduced speed-to-market and higher operational costs.



Recommendation Engines

Personalized shopping experience for health plan members based on member historic data to recommend benefit packages



Chatbots

Improved call center operations by conversational chatbot integrated with in-house systems



Enhanced Operations

Streamlined business processes for claims and underwriting workflows, claims error resolution & Prior-auth determination

Solutions and Accelerators:

Embedded Intelligence: AI Engineering, ML models integration, MLOps, hyperautomation

RPA: Business process automation and management, ROI calculator and automation potential framework

Workflow Optimization: Platforms and workflow implementation (Salesforce, Pega)

Conversational AI Solutions: Automated chatbots and interactive business insights

Prescriptive Analytics

Health plans benchmark themselves across a wide variety of metrics for a diverse population, which enables disease, PHM, and case management while reduce MLR. CitiusTech creates condition-specific cohorts and designs personalized care journeys that are leveraged through multiple engagement channels, improving overall member health and supporting the payer's business objectives.

Segmentation Services

Focus area identification, using plan-specific parameters

Evidence-based Clinical Pathways

Condition-specific interventions to reduce disease progression

Targeted Outreach

AI-enabled prioritized rosters based on propensity to engage

Digital Facilitation

Improved engagement through digital communication channels

Solutions and Accelerators:

AI/ML Recommendation Engine: Plug-and-play ML models, accelerators, and configurable KPI libraries

Medictiv library: Prebuilt library of data science models for clinical, value-based, payment integrity analytics

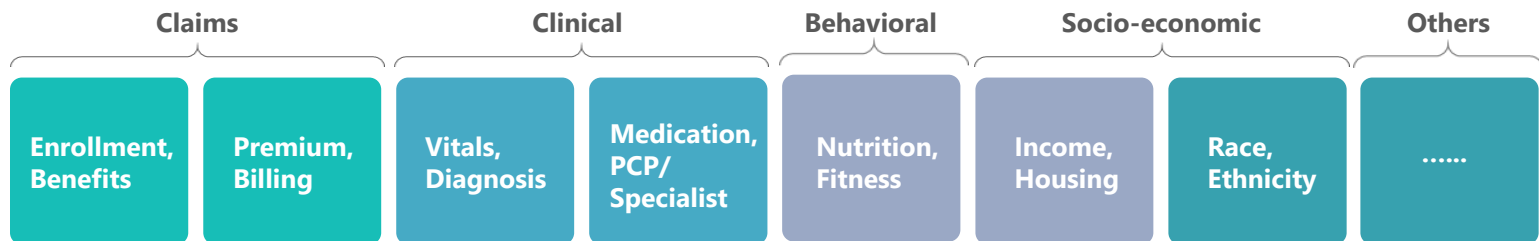
Advisory Offerings: Analytics strategy and roadmap for designing inhouse payer applications and care journeys

Analytics Operations: MLOps and workflow management to retrain and operationalize data science models

Real-time Architecture

Health plans struggle with fragmented structured and non-structured data from a variety of sources. CitiusTech has deep and extensive experience across member data layers and related architecture, accounting for real-time data access, data quality, and data utility across payers. This data layer serves as the critical foundation for all member analytics and outreach programs.

Member Longitudinal Health Record



Solutions and Accelerators:

Real-time Apps: Near real-time data access with event-driven architecture, microservices, and domain-driven design





Data Solutions: Data ingestion framework, healthcare data parsers, data models, and enterprise data strategy

Member Data Integration: API solutions retrieve data from EHRs, member and provider portals, aggregators, wearables, and digital therapeutics, feeding them into payer systems






Data Governance: Data management across catalogued datasets, using quality rules, compliance, privacy and security, master data management

Accelerating Digital Transformation and Convergence Across the Healthcare Ecosystem

Verticals & Segments

 Provider	 Payer	 MedTech	 Life Sciences
<ul style="list-style-type: none"> ▶ Large health systems & IDN ▶ Provider-led health plans (Payviders), ACO/MCO ▶ Specialty providers ▶ Ancillary Services (LTPAC, Labs, RCM, Staffing) 	<ul style="list-style-type: none"> ▶ Large health plans ▶ BCBS organizations ▶ Medicare Advantage Orgs. ▶ Payer services (Utilization management) ▶ Wellness & Disease Mgmt. 	<ul style="list-style-type: none"> ▶ EHRs and enterprise clinical applications ▶ Medical imaging vendors ▶ Medical devices (CT, MRI) ▶ RCM tech/service vendors ▶ Pharma & BioTech vendors 	<ul style="list-style-type: none"> ▶ Large Pharma companies ▶ Biotech & Biopharma ▶ CROs & research organizations ▶ Global Pharma ISVs

Offerings

	Healthcare and Life Sciences Consulting	<i>Management, functional and digital consulting and business advisory services to address strategic transformation needs and business challenges of clients</i>	
	Healthcare Solutions, Services and Products	<i>Proprietary healthcare products, outcome-based packaged offerings, partner solutions and services</i>	 PERFORM+ Suite <i>Data and Performance Management Suite</i>
	Digital and Product Engineering	<i>Enterprise software development combining design thinking, next-gen technologies and agile methodologies to create differentiated products and superior digital experiences</i>	
	Data, Analytics and AI	<i>Healthcare focused data, analytics and AI capabilities to solve complex interoperability needs, derive meaningful insights, power decisions and unlock business value</i>	

Success Stories: Value-driven Engagements with Leading Health Plans



Leading Blues Health Plan

6+ year relationship

- **End-to-end HEDIS & 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 & Sustainance** supports 1,300+ provider interfaces
- **Salesforce Integration** modernized EOBs, welcome kits, G&A 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 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

Key Contacts



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