

Powering the Future
of Healthcare ▶

 **CitiusTech**

Payer Digital Transformation

Adopt next-gen technology to
transform member outcomes



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 & 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

Digital Transformation Payer Trends



Platform Approach

Provide fully-integrated, virtual and unified consumer experience similar to the retail and digital-native industries.



Composable Architecture

Create a nimble architecture while leveraging legacy systems to integrate with third-party solutions.



Consumer Engagement

Learn from other industries and adopt a “mobile-first” approach to serve the unique needs of members and providers.



Payer-Provider Convergence

Integrate vertically across the industry (M&A across PBMs, providers, payers), utilizing an interoperable infrastructure.



Government Mandates

CMS and ONC have introduced mandates for FHIR, interop, price transparency, surprise billing, HEDIS & STAR rating programs.



Digital Health Organizations

Digital health start-ups, virtual/hybrid care, and new business models create competition to traditional ways of business.

Health plans face significant digital disruption from internal and external drivers.

Internal initiatives are born from the need to modernize technology, take a platform-driven approach, leverage modular architecture, and radically improve member experience.

External initiatives are led by payer-provider integrations, digital health start-ups, and CMS regulations like price transparency, consolidated appropriations, and others.

Healthcare Ranks Low in Digitization. Here is why -

- 1 Lack of centralized and real-time data exchange
- 2 Inflexible and cumbersome legacy systems create inefficiencies in development and operations
- 3 Disjointed member experience due to continuous evolution of member behavior
- 4 Low commitment to digital transformation due to security, ROI, and change management implications



CitiusTech's Next-gen Solutions and Offerings

1

Member Experience

Digital capabilities and accelerators to deliver omnichannel experiences

2

Payer Core

Delivering next-gen core payer solutions, system modernization, and frameworks

3

Clinical Solutions

Solutions and strategies focused on care, quality, population health, and VBC management

4

Payer Data & Analytics

Advanced data products and analytics for informed, personalized decisions and actions

5

Government Programs

Manage MA and Medicaid programs with a focus on growth and sustainable value

6

Operations Optimization

Streamline and automate across front-middle-back-office operations

CitiusTech's next-gen solutions and offerings are enabled by "digital assets" that accelerate the health plan's move to digital adoption. Empowering health plans to improve member outcomes via coordinated convergence and digital transformation.

Digital Assets with Practices & Capabilities

Our digital assets, practices & capabilities help clients achieve their priorities of improved member experience, reduced operational cost, and enhanced quality of care.

Digital Assets



Digital Experience

Omnichannel and personalized experience for consumers using Human-centered design framework



AI/ML & Analytics

AI/ML plus analytics for personalized care and improved quality



Data Engineering

Data strategy for unified data platform and FHIR enablement



APIs & Microservices

Modernization of core systems - APIs and microservices-based integrations



Cloud

Cloud adoption for scalable & secure infrastructure services

Practices & Capabilities



Agile Engineering

Expertise in portfolio management and iterative approaches of software development



Automation

RPA capabilities, rules engine automation and workflow, and process optimization



DevOps

Mature practices of development & operations using containerization, monitoring and reporting



Cybersecurity

Security and governance practices for prevention of breaches, threats, and vulnerability

Strategic Digital 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 & digital technologies

Healthcare Systems



Analytics Partners



Hyper Scalers



Other Tech Partners



 Reseller Partnership



Digital Enablers Deliver Value Across the Payer Ecosystem

	Member	Provider	Claims	Quality
Our work	Personalized health plan recommendation based on historic claims, benefit utilization of ~150k ACA members	Automation of ~800 providers' license credential verification process from the state provider license website	Claims negotiation system modernization to generate proposal for arbitration, using QPA to ensure maximum margin	Care gaps management engine for CMS quality program compliance, improving provider experience and care gap closure
Enablers	<ul style="list-style-type: none">➤ AI/ML Model predicts members total medical cost➤ Digital experience via integrated UI plan selection	<ul style="list-style-type: none">➤ RPA bot to automatically verify provider licenses➤ Intelligent bot management and fine tuning	<ul style="list-style-type: none">➤ Core system modernization acquires QPA amounts➤ API integration with negotiators platform	<ul style="list-style-type: none">➤ APIs/micro-services for bi-directional care gaps exchange➤ Cloud-based application for care gaps calculation

Above engagements across payer value chain adopt best practices of **Agile, DevOps & Cybersecurity**

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.

Key Contacts



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100%
healthcare focus

130+
healthcare clients

50M+
lives touched

4.5/5
Client Satisfaction Score

\$340M+
worldwide revenue

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