

INFOSYS HEALTHCARE HUB POWERED BY PEGA

SEAMLESS EXPERIENCE FROM “LEAD” TO “MEMBER”

Overview

Today's customer (Lead, prospect, member, patient, and providers) expects hassle free and smooth experience of Healthcare payer/member services at a time, place and channel of their choice. They look for a digital experience similar to being offered by other industries such as finance, retail, travel and hotel.



Solution Highlights

Infosys Healthcare Hub powered by Pega has adopted digitized workflow based processes for omnichannel engagements, streamlined sales operations, automated paperless onboarding and enrollments, and health and wellness scoring powered by artificial intelligence and robotics automation to deliver as per customer expectations.

While premiums continue to be the most important consideration while choosing a plan provider, customers also value superior customer experience—speed, transparency, omnichannel and customer service thereby increasing customer stickiness and reduction in operational cost.

Healthcare Servicing Hub solution will enable payers/plan Institutions to engage the customer through the most relevant, preferred and convenient channels to maximize customer value and easy and smooth onboarding, enrollment and customer service processes.

Key Features

The solution takes advantage of the below features to ease the end-to-end quote to card process:

1. Unified CRM Sales Solution
2. Automate Enrollment intake and operations using Robotics Process Automation
3. Member Experience Transformation
4. Digital Wellness and Care Predictions

using Pega CDH and NBA

5. Intelligent Claim processing using SCE framework

1. **Unified CRM Sales Solution** is to enable better lead, campaign and prospect management. The leads for a specific plan are identified and provided as an input to the solution. Unified CRM will validate the leads and create an e-mail

and outbound campaigns for converting the leads to members.

- a. **Product Configuration:** System allows administrators to create healthcare products to be created using product composer system. Different products can be created and configured for sales and marketing team to promote through campaigns.

- b. **Lead Management:** Leads can be consumed by application either as an excel input created by third party or the application scan the member database to identify potential members to upsell new policies.
 - c. **Campaign Management:** Administrators can create campaigns for outbound CSR call or e-mails. Administrators can define rules for campaigns, frequency and type of campaigns.
 - d. **Prospect Management:** System allows the prospects to choose plans, review benefits and submit a request for enrollment. Successful CMS validation of the prospect initiates enrollment process.
- 2. Automate enrollment intake and operations using Robotics Process Automation:** Keeping in view the need for effective Healthcare Plan Enrollment management, solution has automated manual task intensive and erroneous operations like application data validations, duplicate applications, eligibility verification etc. using Pega Robotics Process Automation
- a. Enrollment request consumption through **834 - X12 EDI Standard version 5010** to leverage the Pega healthcare foundation and maximize the reusability.
 - b. Pega OOTB duplication functionality
- leverage for handle Enrollment duplication work type creation and RPA data validation to ensure the mismatch or incomplete data is handled without manual intervention
- c. Generating Member ID for the plan and member info obtained from 834 enrollment request
 - d. Generating documents as part of enrollment process outcome such as Member ID Card Generation, Welcome kit and Contracts.
- 3. Member Experience Transformation:** With increased accessibility comes the possibility of greater personalization and customer-focused health servicing and medical care. Utilizing automated and intelligent multiple channels and Interfaces provided by Pega platform, solutions has enabled –
- a. Members have access to medical symptom assessment, quick awareness about plan coverage, nearest provider and even book ride and appointments, all just by talking with **Alexa based NurseBOT powered by Pega and Isabel**
 - b. **KnowYourRxPlan a ChatBOT** service available on your Facebook messenger helps Members and Patients save by avoiding high out of pocket expense and claims by opting for generic drug prescriptions
- c. **Email based Intelligent Virtual Assistant** using Natural Language Processing (NLP) and Text Analytics to contextually process request faster and with higher consistency and accuracy helping Members with claims status Inquiry, address update, provider information and many more.
- 4. Digital Wellness and Care Predictions using Pega CDH and NBA:** Wellness Programs have been successful in lowering medical costs through preventive health management and are gaining momentum, we bring a solution which gathers real time health data of Members and Patients through fitness and intelligent medical devices, perform analytics using predictive models and generate insights and next best actions for Care Coordinators to increase engagement and awareness among members to stay fit and healthy.
- 5. Claims processing system using Pega SCE framework**
- a. RPA based automated event resolution process to automate pend claims processing to reduce overall claim processing time.
 - b. Intelligence to identify related claims and generate a consolidated claims invoice based on DOS, Provider, Member criteria and to send a consolidated Claims Invoice/EOB.

Key Benefits

- Reduction in “customer lead generation to being a customer” cycle time
- Enhanced customer engagement and experience interacting with plan provider
- Robot Assistant using text analytics, predictive power and Artificial Intelligence
- Provide value added services like wellness and care management functionality

For more information, contact askus@infosys.com



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