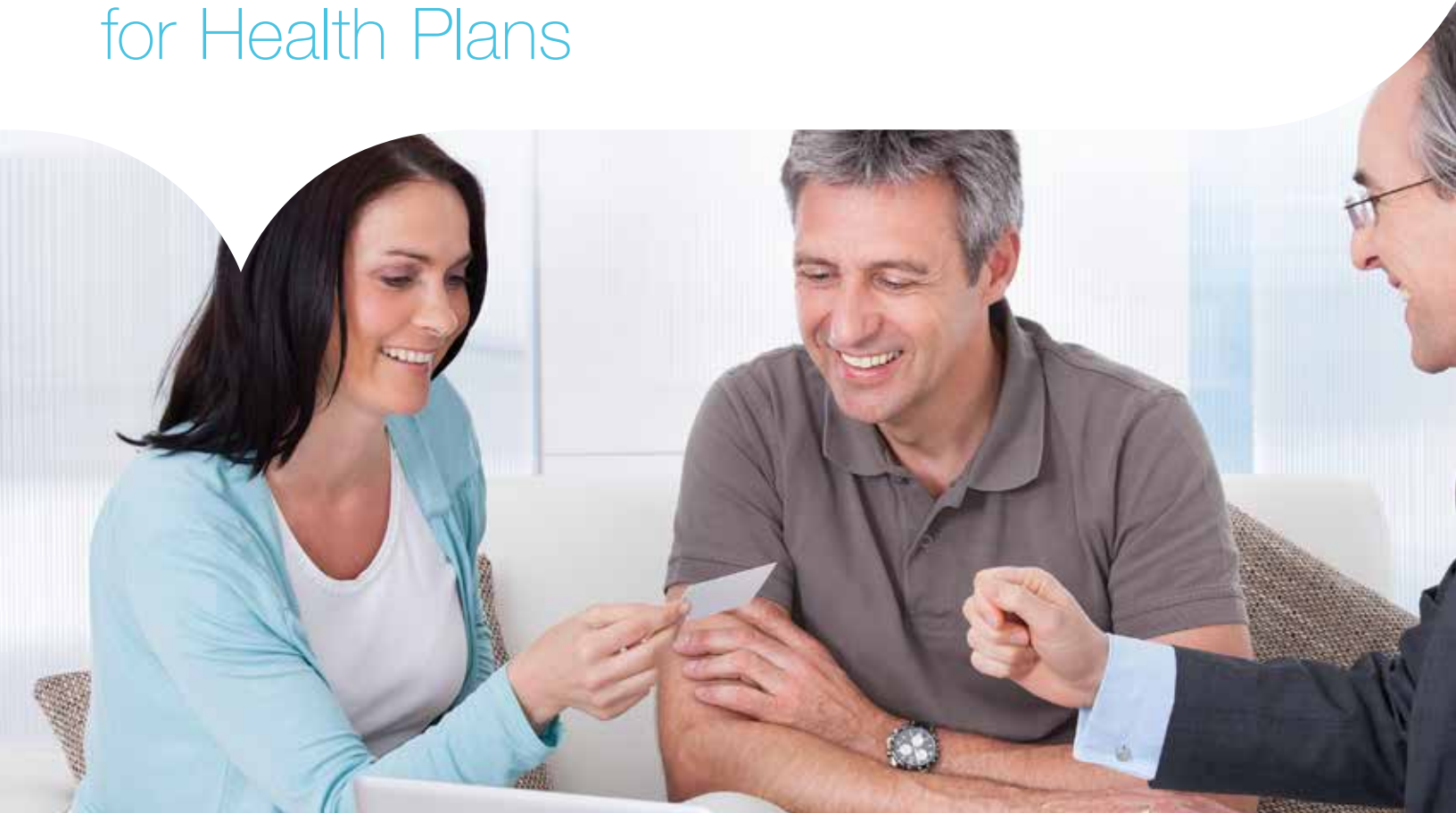# Product Lifecycle Management Solutions for Health Plans

The new health insurance exchanges will drive product evolution across the market. Is your organization ready to respond?

Traditionally, health plans have struggled to respond to market pressures, legislative entities, and internal product stakeholders and are slow to take advantage of market opportunities and consumer demands. In many health plans, the product development group does not have the right tools or processes to support the full product lifecycle, from ideation through operationalization. This gap results in a long, expensive and complex product lifecycle with limited opportunities to differentiate from competitors.

Today's consumers require a more flexible and dynamic product life cycle. Consumers are more informed about health coverage and want to communicate with health plans through multiple technology channels. To meet the individual needs of consumers, the healthcare industry will learn from the exchanges how products need to evolve across the market—not just within their respective metal values.

People matter, results count.

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Building the Right Foundation with Product Composer System from Pegasystems®

A key element of product lifecycle management is the ability to quickly make product adjustments and launch to the marketplace. Product Composer System (PCS) from Pegasystems® allows health plans to rapidly define, configure and launch products, greatly improving efficiencies and reducing cost.

Innovation starts with the right data. PCS helps you manage your data in two ways: through an existing central product data repository; or by serving as a central data repository. By better managing your data, PCS improves your ability to be more responsive to consumer demands.

Accelerating Your Product Lifecycle with Customized Assets from Capgemini

As an award-winning Pega integrator, Capgemini has experience implementing PCS and created several proprietary accelerators and assets including:

- A comprehensive health plan configuration for PCS to jump start your implementation
- Key business use cases spanning PCS business objects such as create a Benefit, Benefit Set, Product Template or Products
- Reusable test assets including over 125 test scenarios; 150 test cases; 1,200 test steps to check PCS base product process flows and standard configured health plan

Setting the Partnership Standard

As a Pegasystems Global Platinum partner with over 8 years experience successfully delivering Pega solutions for insurance, Capgemini combines proven healthcare expertise with award-winning Pega experience. Our investments in people, processes and tools to build our solutions have earned Capgemini seven Pega awards in the last six years including *2012 Insurance Innovator*.

For more information, contact us at: **insurance@capgemini.com**
or visit: **www.capgemini.com/insurance**

About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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