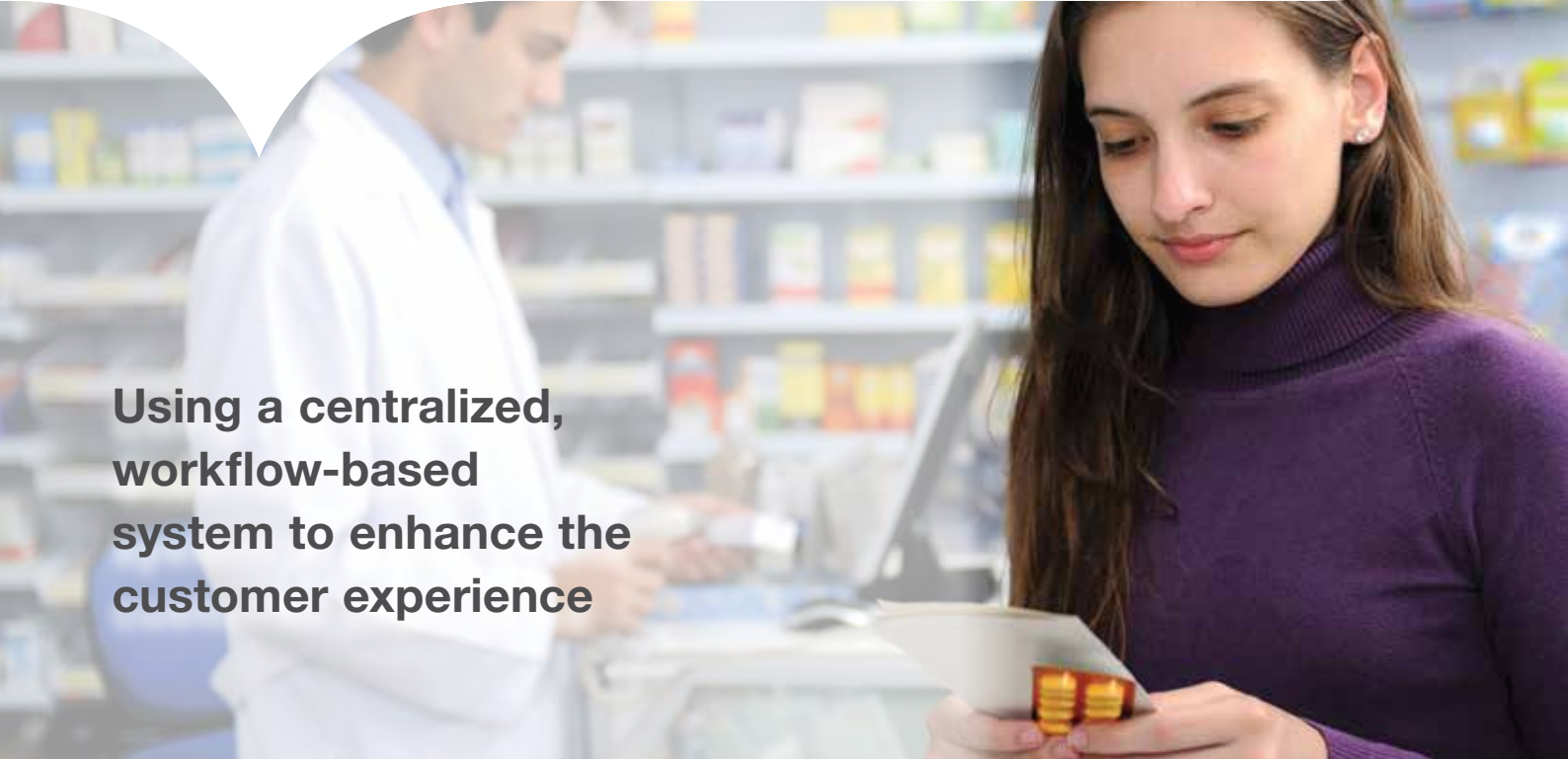# Integrated Customer Experience Solution for Health Payers

Using a centralized, workflow-based system to enhance the customer experience

As a result of healthcare reform and mandated individual coverage, health payers seek to know their individual customers more intimately than ever before. Customer experience is loosely defined as the sum of all interactions and experience a customer has with a payer throughout their relationship. Interactions can come through multiple channels such as Internet, phone, fax, email or chat.

There are three key elements of customer experience: quality, speed and ease of access. For example, computer telephony integration (CTi) enables customer information to be displayed on a service agent's screen. This supports fast retrieval of customer data at the point of service which vastly improves the service experience. Providing a 360° view of the customer improves the customer experience by having all pertinent customer information in one place. These examples illustrate the high impact that can be achieved by having the right systems and data at customer channels and touchpoints.

People matter, results count.

Quickly Resolve Customer Issues at the Point of Service

Capgemini has partnered with Pegasystems® to design and develop contact center applications that help you resolve customer issues quickly and efficiently at the point of service. Our integrated solution starts with Pega's Customer Process Manager Solutions for Healthcare (CPM-HC) which uses Pegasystems' market-leading business process platform.

Pega's Customer Process Manager for Healthcare

Through intent-driven processing, CPM-HC lets you anticipate customer and operator needs so CSRs have tools at their fingertips to deliver responsive service. Our call center application uses Pega's CPM-HC predefined scalable modules for driving customer service interactions across multiple provider groups, patients and payers. The CPM-HC framework implements a process-driven approach that helps to resolve customer issues quickly at the point of contact.

Pega's Care Management Framework

Our integrated solution utilizes Pega's Care Management Framework (CMF) to optimize the creation and management of care plans to members. CMF is a rules-based, patient-centric care management solution that supports automated integration and workflow rules.

Putting it Together

Capgemini's solution helps you connect disparate systems across silos to provide a 360° view of provider and member information. It includes a rules-based, patient-centric care management solution that helps decrease call handling time by providing customer information in one place. This lets CSRs view provider and member data together.

The solution also lets your CSRs avoid asking customers for the same data when a call is transferred to another department and helps provide the information needed to resolve customer requests on the first call. And with a streamlined, efficient customer experience, most companies see an increase in retention rates.

One Stop, Comprehensive Solution for Customer Experience

Module	Robust Features	Proven Benefits
360° View of Provider and Member information We create a centralized system to record and maintain member and provider-related information	• Comprehensive 360° view and single point access to provider and member-related information, such as provider contact, communication and case-related data • Intuitive search engine to efficiently track and retrieve cases • No redundant entries for member and provider information for a particular case • Ability to build detailed reports to provide feedback to program owners and executive management	• Reduces case handling time • Improves relationship and communication with member and provider • Increases case resolution rate • Supports enterprise-wide reporting for cases • Enhances collaboration between various providers and care facilities handling a case • Eliminates redundant capture of member or provider information
Member Case Management Capgemini can help you establish a single and unified member case management tool to enter, track and resolve all member cases across the enterprise	• Workflow and service level agreement-based application which allows all stakeholders to collaborate and resolve member cases, complaints and feedback • Auto-resolution of cases meeting predefined criteria • Pega's CPM framework lets CSRs quickly locate members, log a case and handle interactions • No redundant entries for provider information in a particular case • Ability to build detailed reports to provide feedback to program owners and executive management • Enhanced ability to capture and manage member cases created across the enterprise	• Decreases member case handling times • Improves member case tracking and case resolution rate • Supports straight through processing and automatic case resolution • Enhances member satisfaction and increases mail order referrals • Provides enterprise-wide case reporting • Improves collaboration among different providers and care facilities handling a single case • Reduces redundancies during case resolution
Personalized Medicine Our solution helps you create a personalized medicine workstation to efficiently manage clinical testing opportunities from start to finish	• Access to genetic expertise needed by providers and patients to support appropriate test selection and actionable decisions based on test results • Ability to create new programs and launch care plans for patients using Pega's Care Management Framework • Enhanced visibility and tracking of clinical testing process • Integration with provider and patient 360° system to provide a single point interface • Collaborative process across opportunity identification, patient communication and lab results collection • Improved ability to roll out new tests or programs with minimal development and lead time	• Provides a comprehensive tool to manage clinical testing opportunities for the full cycle from identification to closing • Optimizes process efficiency and lowers turnaround time • Supports faster rollouts for new tests or programs

Our Global Insurance Practice: The Right Partner for Your Health Plan Needs

Capgemini is a global leader in helping insurance companies around the world maximize the rate of return from their end-to-end transformation initiatives. We provide a full range of services from strategy development and innovation, to strategic planning through execution of business change. We demonstrate thought leadership through a number of avenues, including deep and lasting relationships with industry leaders across the insurance spectrum.

With over 40 years of history, Capgemini has helped over 400 insurance clients including many of the world's largest insurers. We have taken the lead in transforming traditional payers into innovative, customer-centric insurers of the future with a range of next generation solutions including: front-office optimization, benefit administration, claims and IT systems architecture, application development, SaaS, implementation, integration, testing and outsourcing.

With one globally integrated organization focused on the insurance industry, Capgemini has over 5,000 dedicated insurance professionals in our network of 21,000 consultants serving financial services clients. We bring experience working with some of the world's largest insurers to design, develop and deliver mission critical programs. This means that Capgemini understands the needs of insurers ranging from full cycle custom or package replacement to legacy modernization. We know the risks and challenges of today's insurance landscape and have created proprietary methods, tools and accelerators to help you quickly adapt to achieve measurable benefits.

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.

Learn more about us at
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People matter, results count.

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