INTELLIGENT CUSTOMER OPERATIONS FOR HEALTHCARE

Drive frictionless patient and member experiences

Capgemini

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quality scorecard rating for enrollments

40%
reduction in overall costs

80%
reduction in total transaction time

35%
improvement in accuracy by digitizing claims

15%
increase in Net Promoter Score

Reinventing customer experience for the healthcare industry

The global pandemic has been a catalyst in rethinking unresolved challenges and ineffective technologies. Thus, new investments in customer experience have been swiftly allocated to deep transformational initiatives.

Regulations around interoperability are ushering in an era of seamless data exchange, enabling the availability of health information to patients at a time, manner, and mode of their choice. From digital transformation, to digital health and virtual care, or remote patient monitoring, many healthcare players have begun to transform how they interact with their members and patients.

Similarly, patients and members are now demanding an "Amazon-like" experience from their healthcare ecosystem, through more relevant, innovative, seamless, and personalized interaction models. Digital care security and patient privacy remains a top requirement to guarantee the well-being, trust, and engagement of their patients and members.

In this "new normal," patients and members are looking for a personalized, virtual treatment and care experience, while providers require a 360-degree view to help tailor their customer experience. Deeper digital transformation and adoption is paramount.

Driving frictionless customer interactions across the healthcare ecosystem

Capgemini's Intelligent Customer Operations for Healthcare (DCOH) solution puts the patient at the center of your business to deliver a seamless and connected digital health experience.

Our next-generation contact center service solution provides a digitally augmented yet human-centric experience through a persona-influenced service design that integrates humans and technology. This enables you to drive more meaningful, emotive, and frictionless customer relationships with your patients and healthcare professionals across the entire healthcare customer ecosystem.

Our solution delivers enhanced business outcomes, including:

- **98.5%** quality scorecard rating for enrollments
- **40%** reduction in overall costs
- **80%** reduction in total transaction time
- **35%** improvement in accuracy by digitizing claims
- **15%** increase in Net Promoter Score

By combining a deep understanding of the healthcare industry and an in-depth expertise of business process support, Capgemini delivers superior, frictionless business outcomes and increased patient, member, and healthcare professional satisfaction.

Our solution provides increased value:

For patients and members:

• **Enriched, personalized patient and member experience** – implement an aligned contact experience strategy with a timely, accurate, consistent, and professional response to create a cycle of satisfied patients, members, and healthcare professionals
• **Frictionless, omnichannel patient and member journey** – leverage digital-first customer interactions across a range of connected channels, including phone, email, chatbots, healthcare apps, self-service member portals, and social media
• **Increased patient wellness** – implement a coordinated, personalized 360° patient treatment and care plan that delivers improved clinical outcomes.

For prescribers and retailers:

• **Increased patient satisfaction scores** – improve your Net Promoter Score to enhance your brand value and member retention
• **Enhanced patient engagement and member conversion** – implement meaningful conversations across your digital channels to drive a transparent, holistic view of the end-to-end member-patient-prescriber journey
• **Increased operational efficiency** – scale and/or expand the scope of the solution to drive productivity year over year and decrease your total cost of service.

The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

Capgemini's Intelligent Customer Operations for Healthcare solution drives frictionless customer interactions and synergies across your upstream and downstream process value chain. This helps you transition to the **Frictionless Enterprise.**

Reshaping your patient journeys by leveraging a human-digital mix

The healthcare industry is unique in that it deals with what is most precious to each and every person – health and wellness. In addition, every healthcare payer, provider, and retailer has different needs and expectations across the B2B and B2C healthcare ecosystem.

Our offer leverages human interaction design, organizational design, and scalable AI-enabled tools to reshape and streamline your patient journey across the healthcare landscape, designing and delivering an outstanding patient experience, including:

• **A technology intensive human-integrated approach** – leverage a comprehensive, scalable suite of AI-enabled tools and digitally augmented interactions between your patients, members, healthcare professionals, and customer service agents across a range of channels
• **Patient and member journey orchestrator** – implement personalized end-user solutions to drive a seamless, integrated experience across departments and provide real-time patient insights
• **Strategy and insights-led service design** – leverage intelligent automation and analytics to drive a service delivery based on insight-based reporting dashboards.

With the rise of the hybrid or flexible workforce, our integrated service management and Command Center also provides best-in-class capabilities in intelligent workforce management, holistic forecasting, and skill optimization across your onsite and remote teams.

Processing enrollments for a leading US healthcare company

A leading American healthcare company and health insurance provider needed to deploy an effective solution for its enrollments processing.

Capgemini's customer interactions team developed and implemented a customer enrollment data identification module, leveraging its Intelligent Process Automation Factory and artificial intelligence (AI) accelerators to speed up its enrollments processing.

This included a modular staffing approach to manage seasonal volume spikes, a modular training program supplemented with e-learning modules, and e-learning modules for Health Insurance Portability and Accountability (HIPAA) and protected health information (PHI) annual certifications.

In turn, this solution delivered a range of tangible business outcomes:

- Over 15% reduction in total cost of ownership
- 22% reduction in onboarding time to drive frictionless new hire training
- 98.5% results in quality enrollment audit
- 18% process efficiency gains
- 70% of enrollments completed within 24 hours
- 100% shift in workforce to work from home in 7 days without sacrificing SLAs.

The CARE approach

Capgemini's CARE – Convenience, Advice, and Reach – approach is at the heart of designing and deploying a connected healthcare ecosystem, enabling you to create ever more agile and seamless connections with your end-customers.

Convenience – make it easy

- Solve your patient and member challenges with speed and ease
- Enable your patients and members to interact via any channel on their terms

Advice – make it intelligent

- Predict your patient and member needs and suggest relevant solutions through AI-enabled self service
- Improve your customer experience through leveraging analytical data and real-time customer feedback

Reach – make it cloud based

- Enable interactions and transaction from any device, 24/7/365
- Add new functionality rapidly through agile, scalable cloud solutions

From healthcare payer, retailer, and provider, to BioPharma and MedTech companies, our offer addresses the end-to-end health ecosystem to deliver omnichannel digital-first customer support processes that include:

- **Member enrollment**
- **Member billing**
- **Claims processing**
- **Patient support**
- **Appeal and grievances**
- **Care and loyalty program management**
- **Tele-health and digital health engagement**
- **Virtual clinical trial**

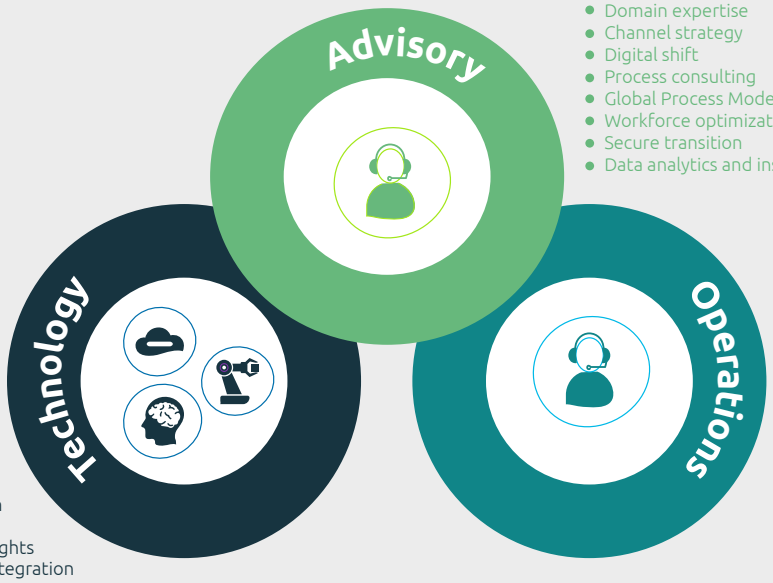
Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come with their own unique commercial landscapes and broad variety of challenges that require expert, innovative solutions.

With thousands of healthcare service agents serving over 165 clients across 10 countries in 38 languages 24/7 from 17 regional delivery centers, we work collaboratively with our clients and technology partners to transform your operations into a world-class, cloud-enabled, digitally optimized, customer-first healthcare organization.

Advisory Services

- Domain expertise
- Channel strategy
- Digital shift
- Process consulting
- Global Process Model
- Workforce optimization
- Secure transition
- Data analytics and insights



Technology Expertise

- Case management
- Omichannel
- Intelligent automation
- Transformation
- Data analytics and insights
- Technology partner integration

Operational Capabilities

- Global Delivery Network
- 36 languages support
- Workforce management and QA
- Recruiting and learning
- Command Center

To learn more about how Capgemini's Intelligent Customer Interactions helps you deliver a superior, frictionless people experience, contact: **businessservices.global@capgemini.com**

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software,digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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@CapgeminiBusSvc

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https://www.capgemini.com/service/business-services/

businessservices.global@capgemini.com

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