



Pega Collaborative
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The Transformational Journey Of HCSC - with Pega Product Composer

HCSC's PCS

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Leveraging Pega's Product Composer System (PCS) for Healthcare, HCSC has transformed the management of product, plan, and benefit information.

With real time ability to maintain products and rapid speed to market, HCSC is empowering the business to be focused on the "What," not the "How," effectively removing technology as a barrier.

Program Vision

During the previous phase of the transformation, the team identified a vision to extend the product catalog to enable a broader market and reduce dependencies on manual efforts by enabling technology.

Goal	<ul style="list-style-type: none">• Create a consistent definition of product that is transferrable across the enterprise as a single source of truth• Enable a configurable market by moving custom upmarket• Scale services and technology across enterprise
People and Organization	<ul style="list-style-type: none">• Be an environment for Product/Plan Implementers to help deliver with faster time to market• Enable new governance model and integrated roadmaps
Process	<ul style="list-style-type: none">• Enable Sales to modify standard products to meet their client's needs• Establish a defined workflow with Contract Admin to request products beyond the catalog
Technology	<ul style="list-style-type: none">• Support configurable products• Eliminate manual processes and documentation with IT capabilities• Integrate the product source of truth with the enterprise

Program Scope



1

Expand Product Catalog

- Establish Data Governance and a COE to enable standardization
- Enrich PCS product data and establish a single source of truth to facilitate sales delivery for all group markets
- Expand up market
- Expand out to include contract data

2

Enable Electronic Data Exchange

- Tighter integration and data exchange between PCS and consumers who file products and large group sales systems
- Allow for early collaboration and throughout the product lifecycle

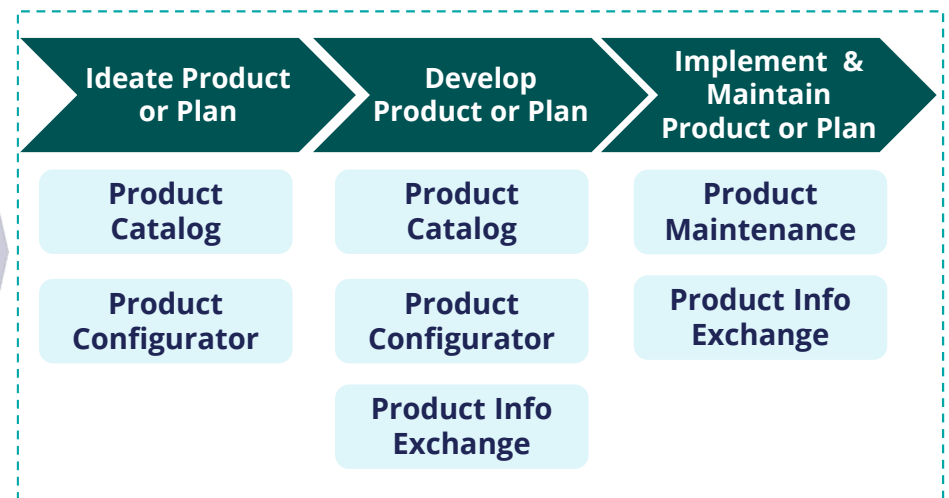
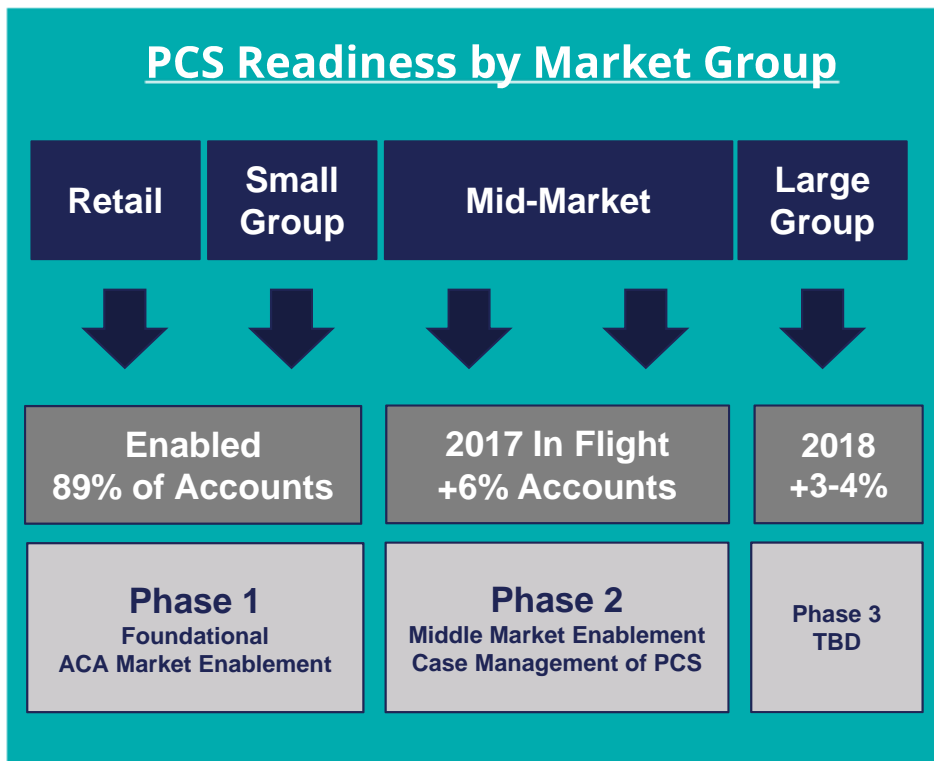
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Enhance Sales Capture Capabilities

- Reduce the dependency on manual forms and spreadsheets for sales prospecting and finalization
- Includes eliminating the use of disparate product data capture

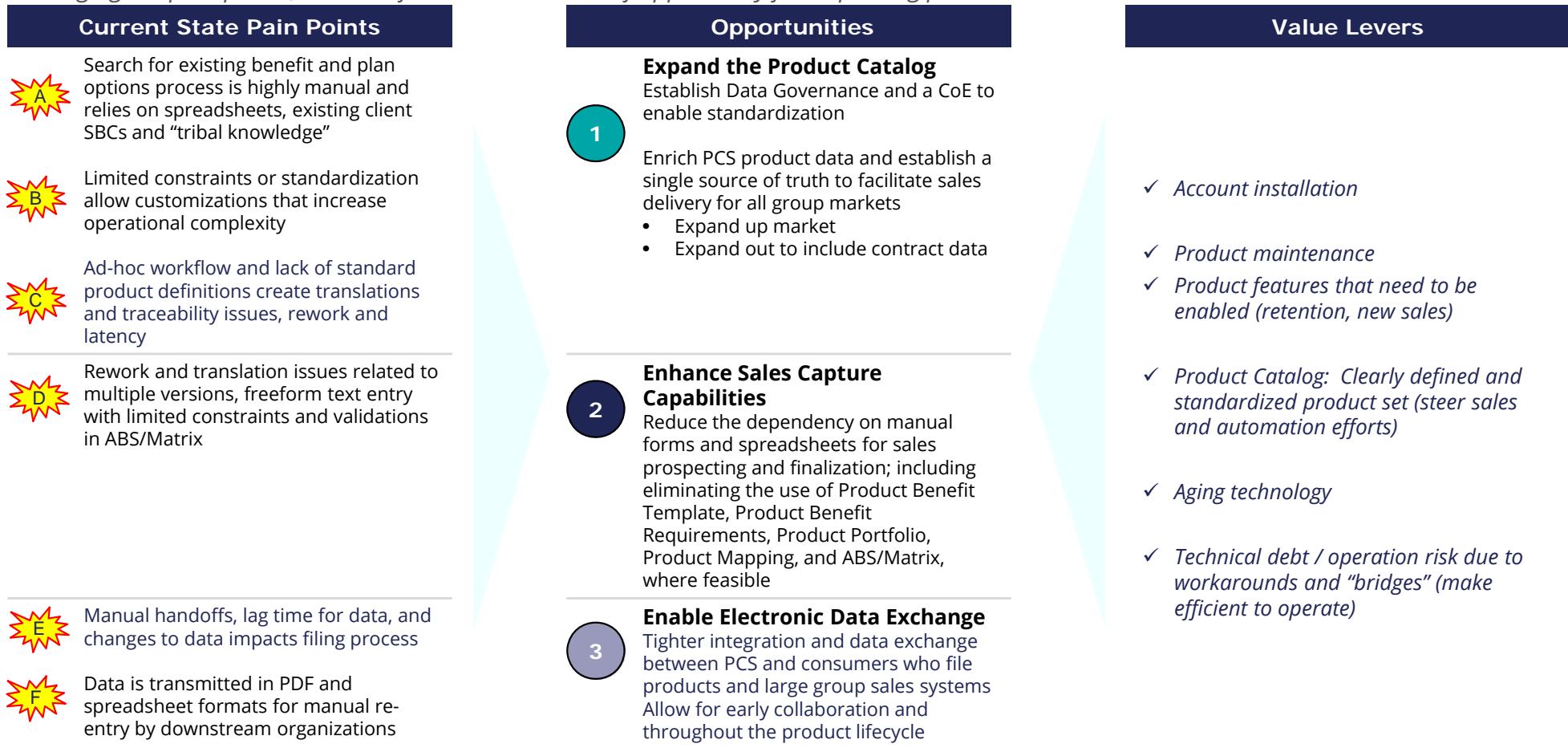
Where We've been, and Where We're Going

Processes and technology focus from customer prospecting through sold benefit plans



PCS will help Capitalize on Current Opportunities

Leveraging the pain points, we identified 3 critical areas of opportunity for improving processes and automation



PCS Value Story by Capability Comparison

PCS

- User **interface** driven with data validation rules
- **Catalog capability** with ability to inquire/reuse
- **Automated reporting** capabilities that did not previously exist; i.e.. Medical Extract
- More tightly **consolidated and controlled integration** with R2Sell Systems
- Centralized **Source of Truth** for R2Sell Systems
- **Traceability** of Configuration Updates with date / time stamps
- Increased **Audit readiness** due to traceability of product data to Portfolio Source
- Quicker **response time to Market & Strategy decisions** that change Product Portfolio
- **Real time product data** to consuming systems; not bound to scheduled IT releases
- Defect/CR Management Performance **Tools & Metrics**

Legacy Catalog

- **IT Centric Catalog** with no business ability to make inquiry
- **No** automated **reporting** capability
- **Disparate integrations** without business controls or transparency
- Enrollment integration **limited capacity**; Renewal integration was **complex/tedious**
- **No** centralized **repository** of truth; spreadsheet/email driven
- **No traceability**; spreadsheet versions existed without field level tracing
- **Audit risks** existed as all of the above impacted ability to control data
- **Response time to market** was dependent on **IT load process** which averaged 240 hours
- **Product data to consuming** systems was dependent on **IT load process** which averaged 240 hours
- **Defect/CR management process existed** within spreadsheet versions

PCS Value Story

“PCS allows our team to process and bring to market business driven changes in a matter of hours! “

Senior Manager Product Engineering

“We’re bettering the product cycle daily with this tech, and changing the HCSC culture regarding speed to market.”

Senior Manager Product Business Solutions



65%

REDUCTION IN
TIME IT TAKES
TO BRING
PRODUCTS TO
MARKET

40%

INCREASE IN
VOLUME OF
CONCEPTS
IMPLEMENTED

70%

DECREASE
IN DATA
DEFECTS

- We were able to implement 89% of our business in the first project phase, which focused on the QHP segment (Quality Health Plans accounts with less than 51 people).
- Once the second project phase is complete, we will capture an additional 6% by focusing on middle market.
- As the new program and third phase takes shape, we will capture an additional 3-4% of accounts taking us to 98%-99%, focused on accounts with more than 151 lives.

Proposed Vision Statement

The goal of the program is to connect product to the HCSC universe revolutionizing sales and equipping downstream functions to bring products to members.

Vision Statement

To create a **consistent definition of product** that is **transferrable across the enterprise**, from point of sale to member enrollment, allowing HCSC to realize the benefits of **product clarity**, **reduced manual efforts** and **enabling business via technology**.

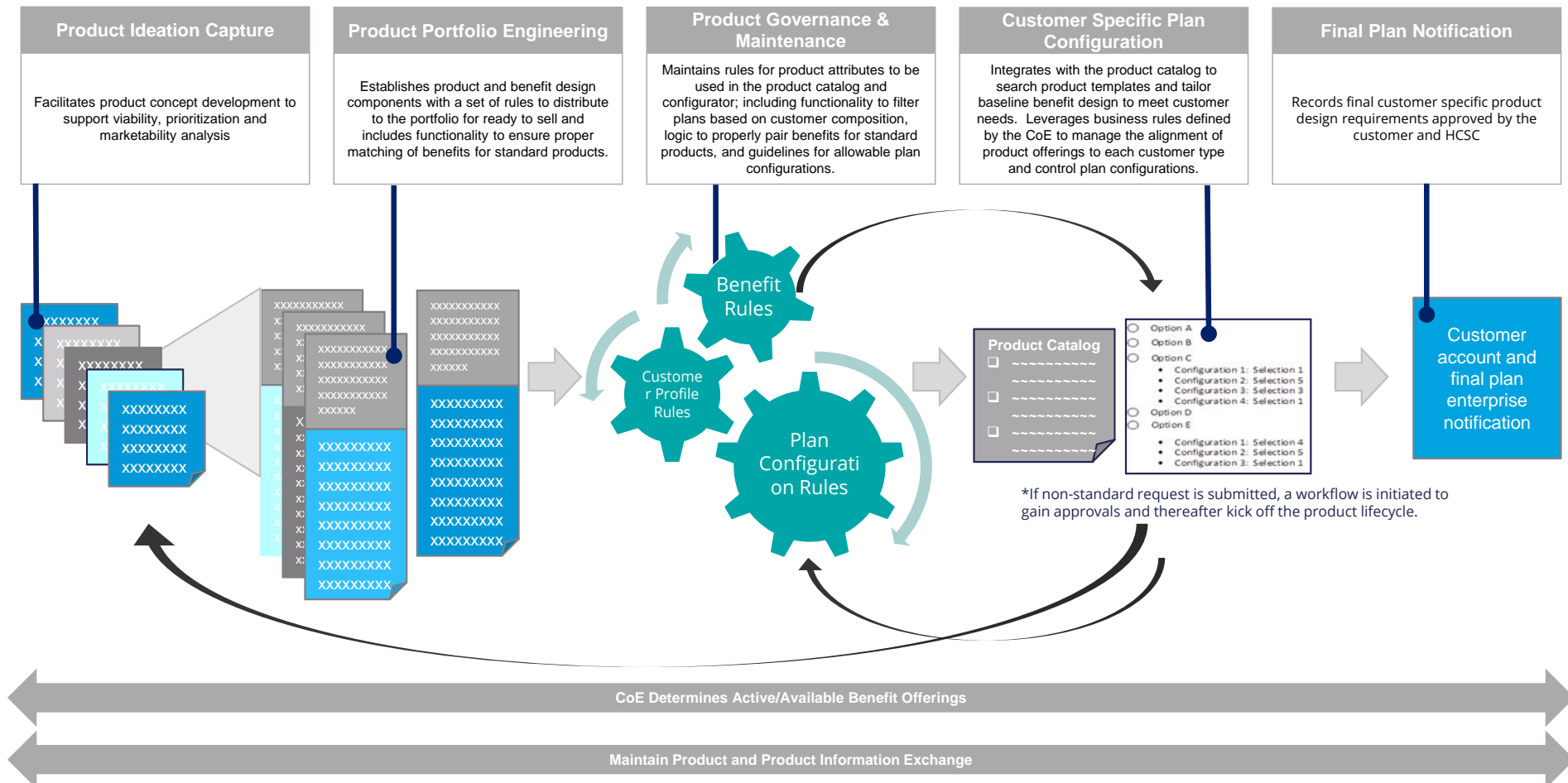


What We're Solving

Eliminate the underlying practices driving:

- ✓ Manual and time-intensive work
- ✓ Disparate documentation – forms and spreadsheets
- ✓ Duplicative efforts
- ✓ Misinterpretation of products
- ✓ Inability to service sold products
- ✓ Significant time to market
- ✓ Missed opportunities
- ✓ Customer dissatisfaction

Conceptual User Experience Solution



Q & A