



PEGA CUSTOMER SERVICE FOR HEALTHCARE – PROVIDER SERVICES

OFFER EXCEPTIONAL PROVIDER SERVICE WITH THE HIGHEST RATED ENTERPRISE SERVICE APPLICATION

A PEGA CUSTOMER SERVICE DATASHEET

Pega Customer Service for Healthcare – Provider Services module is an enterprise customer service application that is part of Pega’s CRM Evolved suite. It consists of: contact center desktop; 360° portal view to engage providers; provider-focused case management for common healthcare organization services, including optional integrations with sales, marketing and care management; omni-channel engagement features including chat, social, co-browse, SMS text, mobile, web self-service, plus knowledge management.

Customer Service for Healthcare is tuned to the needs of large, complex healthcare organizations and agencies. It is delivered with a robust set of healthcare-specific processes and data models, plus built-in support for healthcare standards, code sets, and HIPAA compliance. This brings collaboration between front office staff and back office operations like claims and care management. Use it to best fit your needs, either out of the box, or copy your processes directly into the application.

Built on the highest-rated customer service application for large organizations¹, Pega Customer Service for Healthcare – Provider Services module delivers high quality provider service along with outstanding staff productivity. In fact, year after year our healthcare customers earn the top honors for customer service in healthcare. Pega allows them to connect, anticipate, simplify complexity, and evolve as their business evolves – because it’s CRM Evolved!

- **Focus on the provider journey**
Deliver enlightened engagement for members across care, service, sales and marketing venues.
- **Increase provider satisfaction**
Enhance your brand by delivering a single, continuous conversation — phone, chat, mobile, social, co-browse, e-mail, or text message.
- **Make every CSR a customer service expert**
Ramp up productivity with Pega’s unparalleled ability to handle complex cases².
- **Deploy rapidly and adapt continuously**
Leverage Pega Express and the robust suite of built-in healthcare assets that allow Business and IT to quickly and easily collaborate, implement, go-live, and adjust on-going as the market evolves.

CHALLENGE

Exceptional customer experience is a difficult yet critical goal given the explosion of retail venues and consumerism, the convergence of care and customer service, and the stresses of compliance and operational excellence. Customer service executives face this daunting task with outdated, inflexible and disconnected CRM systems geared to support phone contacts.

SOLUTION

Pega Customer Service for Healthcare provides a seamless omni-channel CRM platform for contact center service that maximizes value for “engage everywhere” strategies that increase productivity and enterprise-level transparency. On the cloud or on premises, Pega delivers a rapidly deployed, tailored solution that personalizes each customer engagement based on your customer information.

BETTER CUSTOMER EXPERIENCE AT LOWER COST

Anthem Medicaid Business Unit sought to improve customer service and productivity, while reducing costs and supporting growth, innovation, and consistency. With Pega, the company has achieved a 15% CSR productivity improvement and 50% reduction in new associate ramp-up, while supporting 22% annual growth with 4% fewer agents.

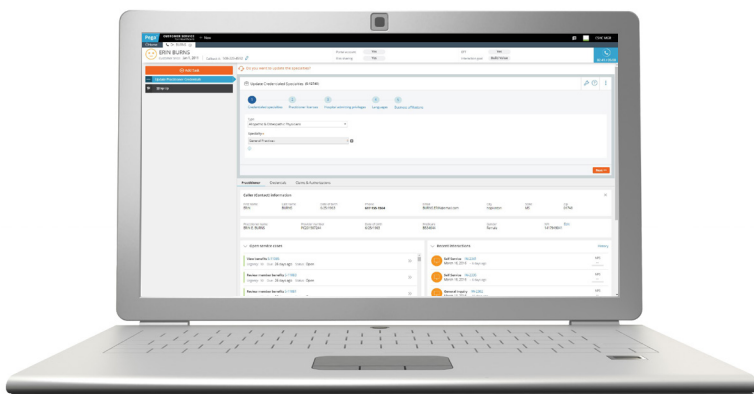
¹ Gartner: see pega.com/insights/resources/gartner-magic-quadrant-crm-customer-engagement-center-2015.

² Forrester: see pega.com/insights/resources/forrester-wavetm-crm-suites-large-organizations-q1-2015.



Optimize the Value of Every Engagement

- **Personalize:**
Business-configurable rules, sophisticated analytics and contextually-driven, real-time decisioning, anticipate customer needs, and recommend the Next-Best-Actions.
- **Prioritize:**
End-to-end work automation ensures tasks are managed efficiently, including queuing, skills-based routing, escalation based on SLAs and prioritization.
- **Optimize:**
Customer satisfaction and promoter score functionality gathers and automatically applies customer feedback directly within the process for continuous improvement.
- **Instinctive:**
Dynamic and intuitive service desktop makes CSRs production from day one.
- **Intelligent:**
Proactive knowledge retrieval, situationally guided processes, and contextual scripting ensure the right information is consistently communicated to the customer.
- **Insightful:**
A complete member profile spans lines of business, products, geographies and service cases, providing in-depth insight needed to personalize each interaction.



Provider 360°

Reap the Benefits of the Most Robust Provider Service Application in Healthcare

Provider Services

- Appeal prior auth denial
- Complaint / Compliment
- Determine Medicare primacy
- Dispute claim payment / denial
- General service request
- Send correspondence
- Suggested offers
- Update contact profile
- Update credentials
- Update NPI
- Update practitioner address
- View benefits

Omni-Channel

- Cross channel history
- Chat
- Co-browse
- Outbound interactions
- Email notification
- Mobile interactions
- CTI integration
- Knowledge self-service portal/mashup
- Self-service web mashup
- SMS notifications
- Social engagement

Manager Tools

- 360° Customer view
- Comprehensive audit trail
- Quality performance management
- Reporting & analytics
- Role-based access
- Service level management

Agent Tools

- Accessibility support
- Dynamic interaction goals
- Satisfaction surveys
- Guided, intent-driven processing
- Intelligent guidance
- Next Best Action suggestions
- Expert Assist
- Search
- Support for B2C, B2B, B2B2C, & B2B2B
- One and done service

Customer Insights

- 360° Customer View
- Dialog management
- Customer Surveys
- Case Management
- Legacy System Integration