



Pega Collaborative  
Healthcare Summit  
2017



## Operating with Innovation

Generate more lift by applying Innovation to  
Pega Applications across Operational areas

Mike Means | Managing Director, Pega NA Practice Lead, Accenture



# Why Innovate?

**Market is pushing for more, better, faster – service, product, control**

- Members, Patients, Citizens have grown accustomed to on-demand
- Personalization at higher levels delivering more value than ever before
- Market is ripe for new ideas
- Competitive Landscape undergoing major upheavals;
- Regulations still evolve
- Lower cost of care, improve quality of care



## Why Efficiency?

### Efficiency enables Innovation

- Investments gained from efficiencies poured into innovating
- Insights from Knowledge workers can be better utilized through automation
- Efficiency + Innovation leading to new insights, more efficiencies, more innovating (broader Bus Proc streamlining)

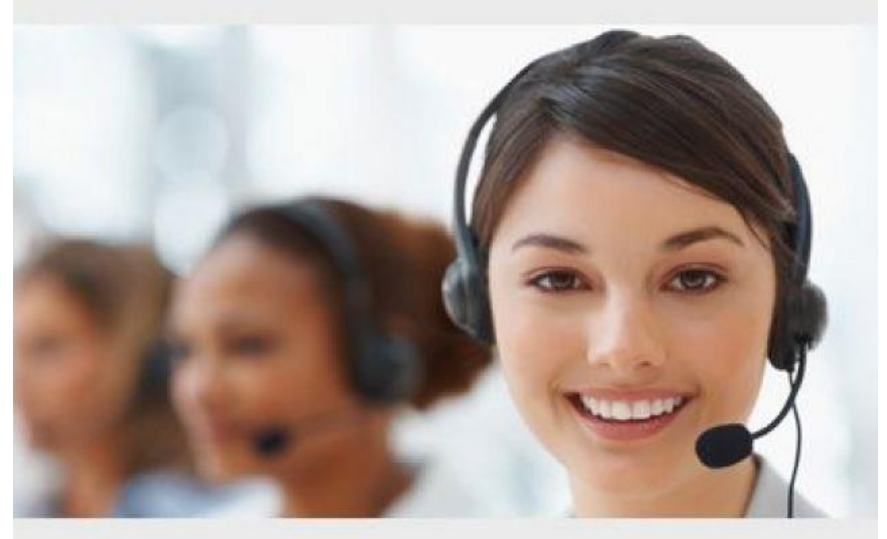


In the beginning...

**There was...**

**Call Center!**

**Claims!**



## Increasing Lift through Innovation

Organizations have traditionally and continue to see benefit from BPM and Pega Applications

### Call Center

- Average Call Handle Time
- First Call Resolution
- Customer Satisfaction
- Re-direct to Self-service
- Better Insights into Call Volume

### Claims

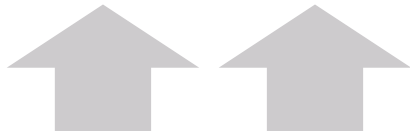
- Improved Throughput
- Achievement of SLA
- Better Insights into WFM

## Increasing Lift through Innovation



### Call Center

- Improved Efficiency & Quality
- Customer/Rep Engagement
- Higher Sat

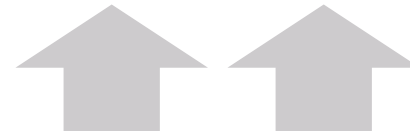


**Automation** – Pega Robotics to automate repeated manual tasks



### Claims

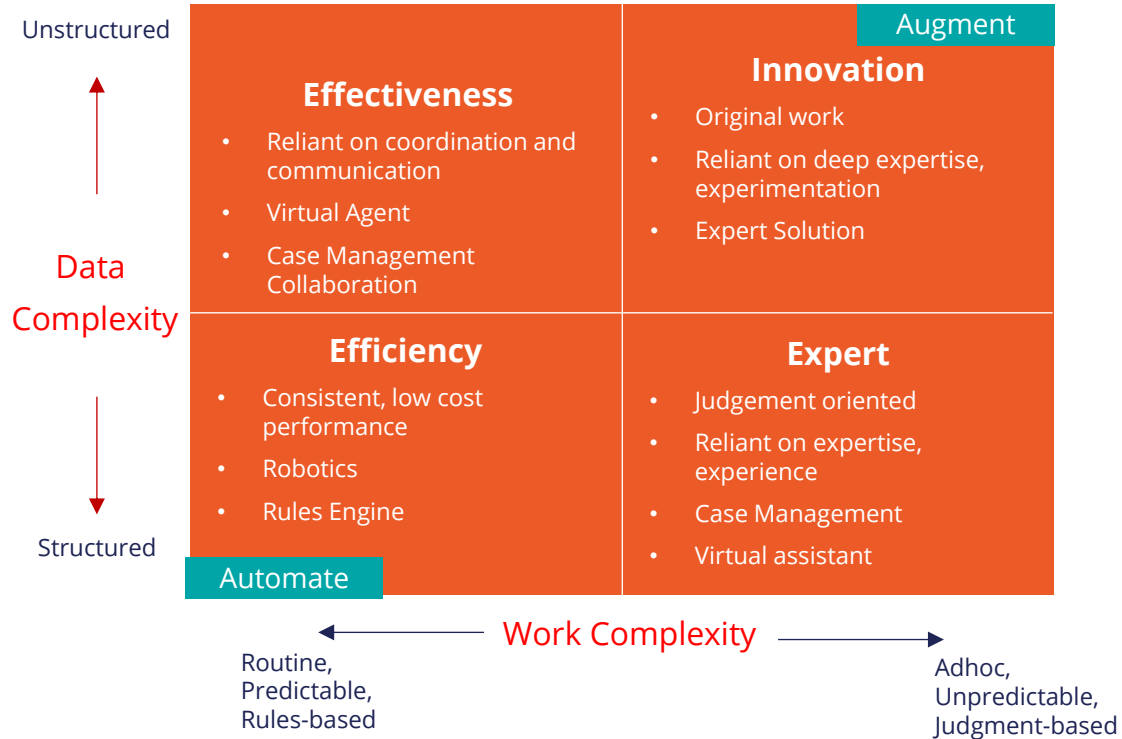
- Improved Efficiency
- Engagement



**AI / Customer Decision Hub** – improved allocation and repairs

# Driving Business Value with Intelligent Automation

- Cognitive technologies promise to **automate or augment** a wide range of work activities that today are largely done by humans, including manual workers and knowledge workers.
- Delivering business value from automation requires understanding the nature of the work being done along two dimensions.
  - **Data Complexity:** degree to which complex, unstructured changing data needs to be taken into account
  - **Work Complexity:** degree to which individuals need to apply their judgment and interpret a variety of information



# Automation done right



1. How you start matters



2. Automation can't fix a broken process



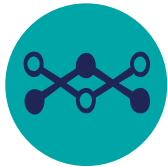
3. Measure what matters



4. Business led, technology enabled



5. Pick the right tools for the job



6. Don't shy away from multiple solutions



7. Change the game by combining RPA with AI



8. Re-imagine the workforce



9. Don't ignore software development basics

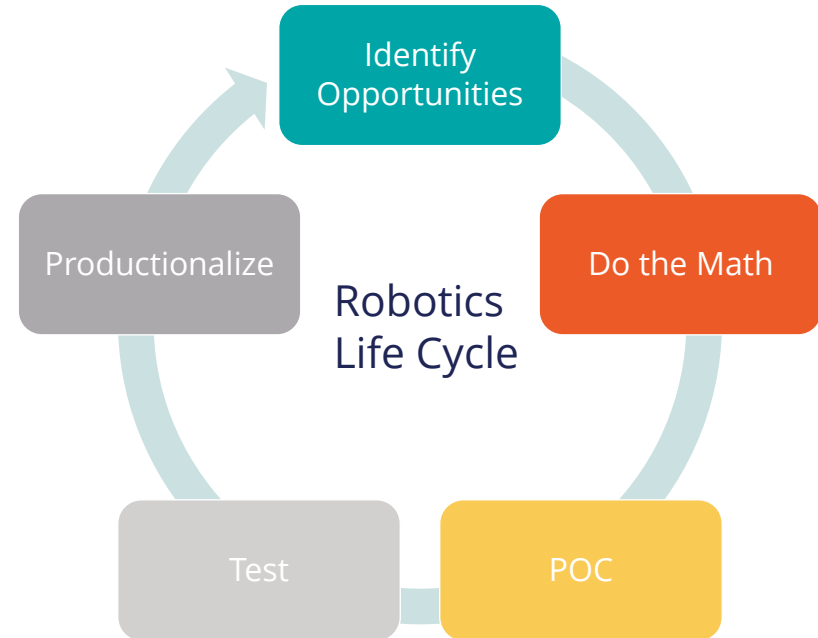


10. Nurture and supervise your BOTS



## Executing on an Innovation Agenda

- Establish Innovation Council
- Business Opportunity Assessment
- Identify/Prioritize Targets
- Solutioning/Experimenting/POC
- Build out Governance/CoE for specific Innovations Robotics for example
  - Continuous cost take out
  - Management of assets & Re-use Strategy



# Q & A