



PegaWorldiNspire

# How Blue Shield of California is Reimagining California's Healthcare Experience with Pega

Deepa Metla  
Sr. Manager, Blue Shield of California



# Blue Shield of California just the Facts

## We're here to make a difference

Mission: to ensure that all Californians have access to high-quality healthcare at an affordable price.

- Not for profit, 2% pledge
- \$120 Million community investment last 3 years
- 4.5 Million customers
- 7,500 employees

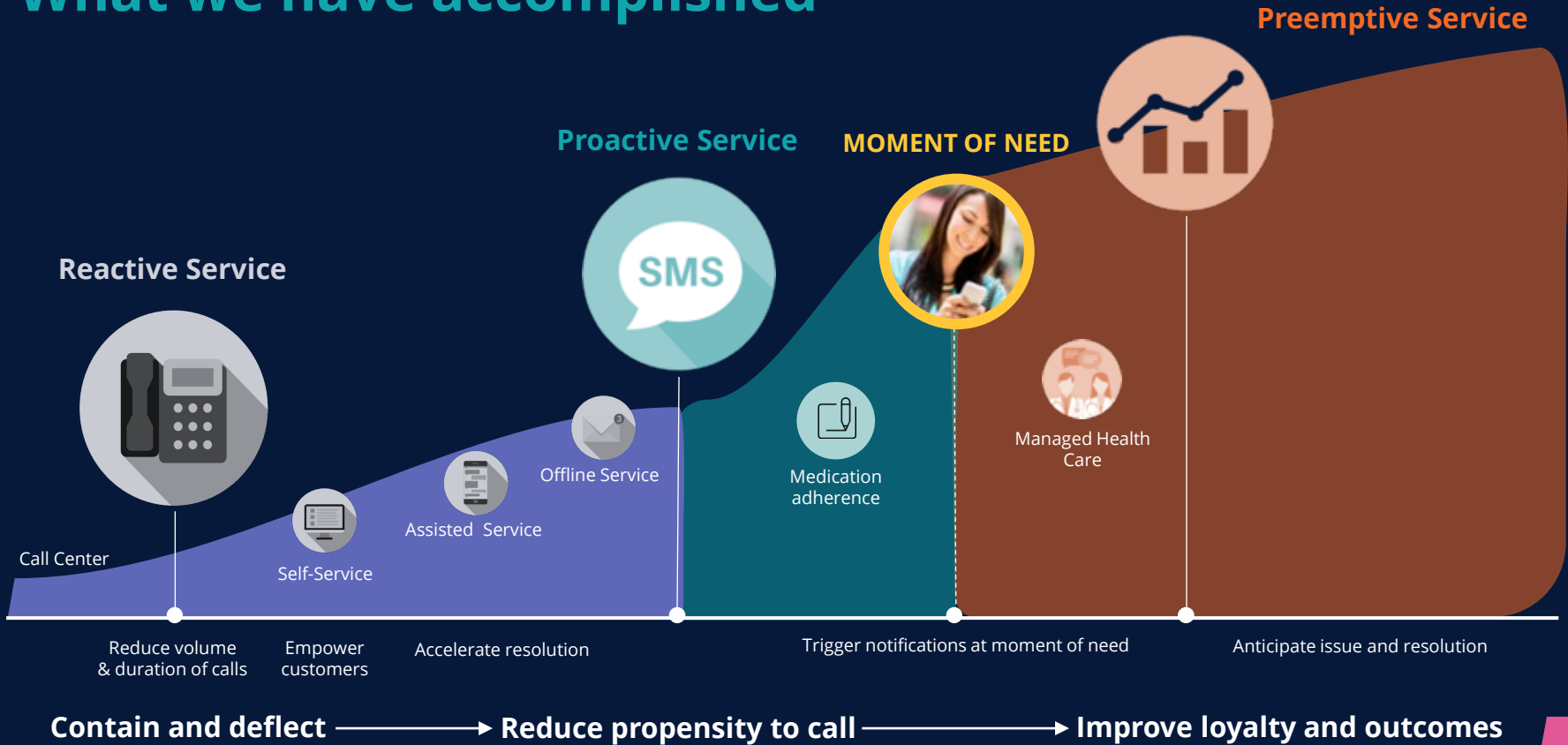


# Health reimaged

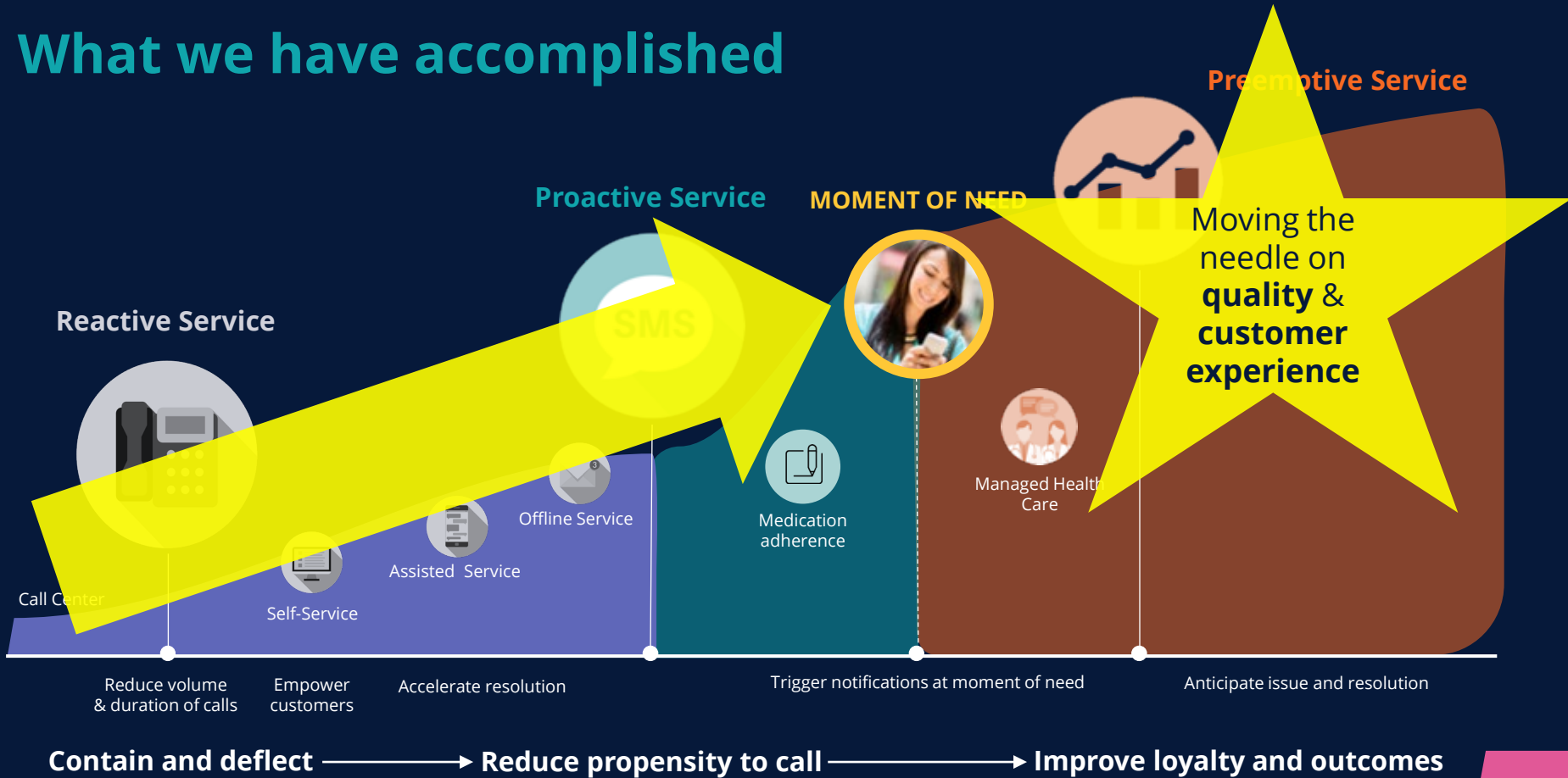
Blue Shield of California's innovative plan to transform the healthcare system



# What we have accomplished



# What we have accomplished



# Where we are headed

Re-imagining with personalized service at scale

## Putting **Next Best Action** into *Action*

Use the power of context to deliver exactly the right customer experience across channels



### **Customer Decision Hub**

Make real-time decision management relevant, consistent, and timely.



### **Intelligent Guided Selling**

Identify new leads and generate new sales through AI and digital process management.



### **Contextual Next-Best-Action Marketing**

Analyze customer data and coordinate real-time decisions across all channels.



### **Intelligent Guidance for Customer Service**

Anticipate what every customer needs through predictive analytics and adaptive self-learning models.



PEGA

PegaWorld*i***N**spire