



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

Virtusa Enables Healthfirst to Onboard and Manage Providers More Efficiently

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About Healthfirst



Who We Are and What We Do

Healthfirst is one of the nation's largest not-for-profit health insurers (based on revenue), offering New Yorkers access to high-quality, affordable care.

Our unique hospital-sponsored model ensures we provide access to high-quality care for our members while keeping medical costs reasonable and spending efficient. This value-based care model has been a catalyst for sustained growth in one of the most dynamic markets in the country.

For 30 years, Healthfirst has worked with its partners to improve health outcomes through better access to care—especially in underserved communities adversely impacted by disease, health disparities, and socioeconomic barriers to optimal health.

Healthfirst serves New York City, Long Island, Orange, Sullivan, Rockland, and Westchester Counties*

*not all products available in all service areas



Our Mission and Vision

The company's mission is to work deeply in the communities we serve to ensure that all members have access to high-quality, affordable, and equitable healthcare.

Our vision is to make healthcare easier and more equitable for all New Yorkers.



Healthfirst has **Four-Star-Rated Medicare Advantage Plans** in four of the past five years! (out of five stars)



More than **100,000***** provider locations in our Medicare Advantage network

Sponsored by **15 of NY's Leading hospital systems**



More than **5,000+** employees



More than **\$17.8 billion** in annual revenue*



One of the nation's largest not-for-profit health insurers**, serving more than **Close to 2 Million Members*****



~2.0 B

FY23 Revenue



High Tens

FY23 YoY growth



Private

BPEA EQT
Asia Partner



250+

Clients



30,000+

World Class
Professionals



25

Countries

50+

Locations

Virtusa is a fast-growing Digital engineering and technology services company, helping to reimagine & redefine business models to deliver e2e Digital Transformation

Industry Recognition

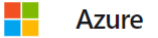


Won Data and Analytics Partners of the Year and Industry Partners of the Year Award at AWS re:invent 2022



Won Partner Innovation Award

Won Healthcare Industry Excellence Award for three consecutive years in a row (2021 – 2023)



Recognized as the U.S. Partner of the Year 2023 for Azure Modernizing Applications.



Artificial Intelligence Solution in Healthcare at the 2023 SIIA CODiE Awards



Virtusa has been listed as a "Representative Vendor" in the Prior Authorization market guide.



Earns 2023 Great Place To Work Certification



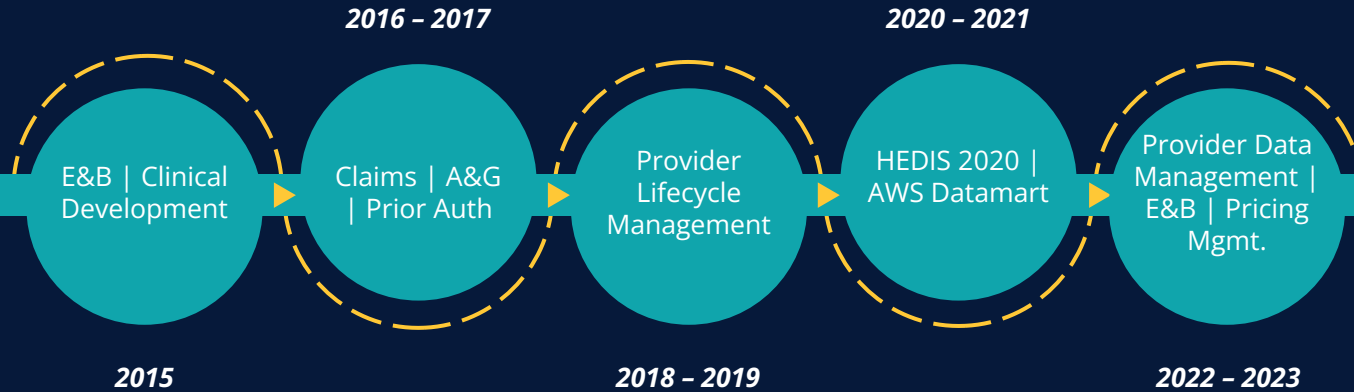
Virtusa has been recognized as Innovator in the Healthcare Payor Digital Services 2024 RadarView report

Our relationship with Healthfirst



A Chronological Timeline of Major Transformation Programs Executed by Virtusa – Healthfirst Partnership

Virtusa is involved in various major transformation programs at Healthfirst across Payer Value Chain functions including **Provider Lifecycle Management; Claims Modernization and Prior Authorization** which has reaped greater business value to stakeholders in terms of stronger ROI.

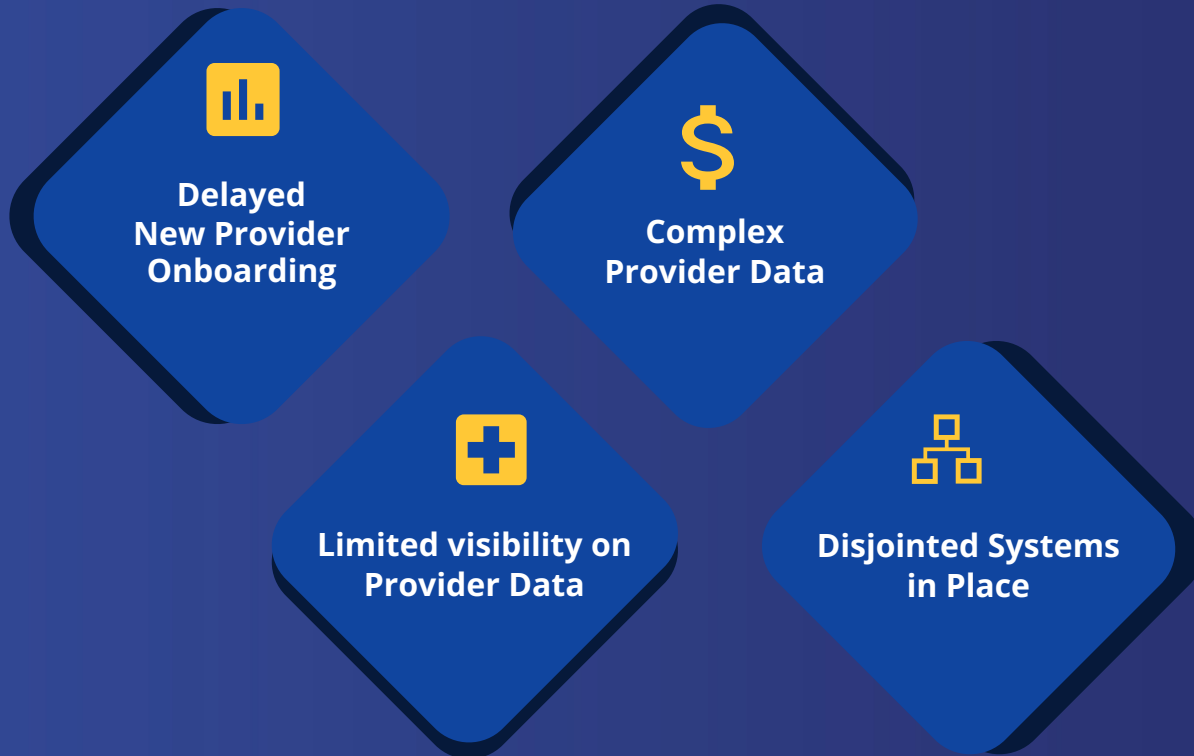


KEY ENABLERS - Pega | Quality Assurance | Digital Experience | MuleSoft | Informatica | RPA | AWS | Cloud Migration

We initiated our footprint in App Dev & QA and subsequently expanded into delivering over 11 Key Business Transformation Programs

Healthfirst was not an Exception and Struggled Due to **Lack of an Efficient, Integrated and Transparent Provider Lifecycle Workflow**

One of NY's largest Medicaid plans serving over 2 million members, Healthfirst faced similar challenges including but not limited to:



A Peek into Virtusa – Healthfirst's PLM Transformation Journey

Phase I 2017 – 2019

- Discovery Phase and Roadmap Definition
- Provider Data Model, Integration Strategy
- Delegated Provider Onboarding and Provider Termination Rollout
- **Credentialing – Primary Source Verification (PSV) Process**

Phase II 2020 – 2022

- **Faster Onboarding of Provider During Covid-19 To Improve Member Care**
- Delegated Provider Credentialing and Provider Locations Rollout
- PEGA Cosmos-React and Evaluate Constellation
- Direct Intake of Provider Forms and Process Orchestration

Phase III (2023 & Beyond)

- **Unified Provider Experience and Provider 360 View**
- Establish Enterprise Model for Provider Source of Truth
- **Centralization of Contract System**
- Rollout Unified Provider Experience Platform



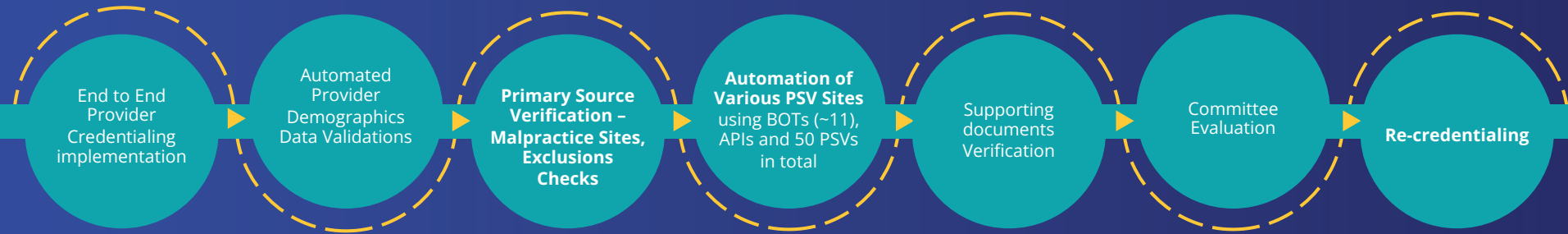
A quick snapshot into the major business processes



Practitioner Onboarding

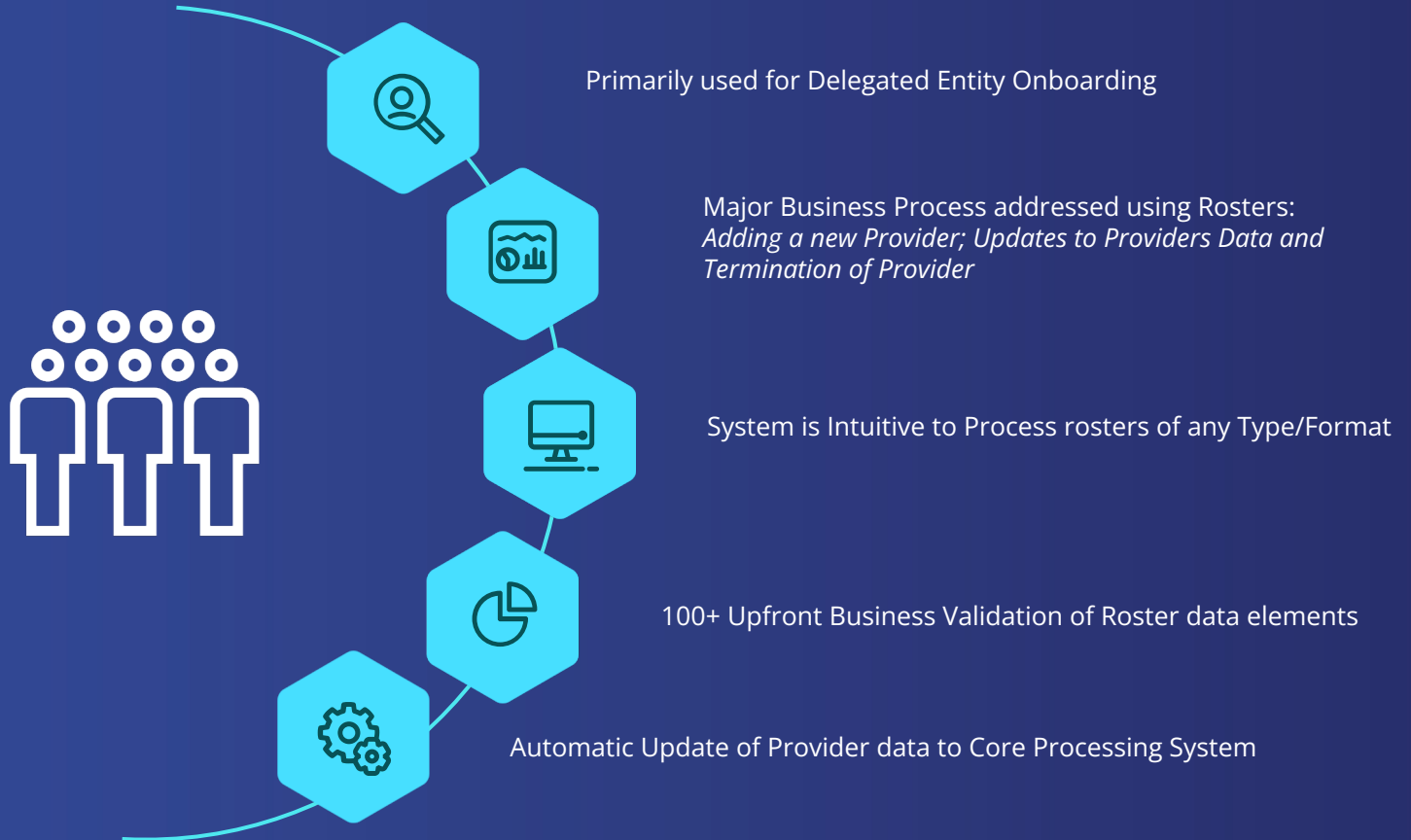


Credentialing Journey



Benefits After the Cred Process went live, the business has experienced substantial value, including enhanced adherence to SLAs, improved data quality, and increased platform usability.

Roster Implementation



* Provider Application is Integrated with Core Processing System

Facility Provider Onboarding



Facility/Organization
Provider Onboarding.



Integration with
Provider Network
Pricing Systems.



Expansion BOTs to
Perform Additional
Onboarding
Functions.



Extensive Case
Search Feature.



Business
Administration
Features Where User
Admins Can Manage
Various Application
Aspects.



Enterprise Source of
Truth for Provider
Data, and Data
Cleansing.



Implementation of
Data Governance
Processes.

Key Benefits Unlocked at Healthfirst



1

Seamless handover of Provider data between the various departments involved in the Onboarding Process (Intake; Credentialing; Data Operations; Claims Configuration)

2

Reduction in Onboarding timeline from 90 days to 3 weeks

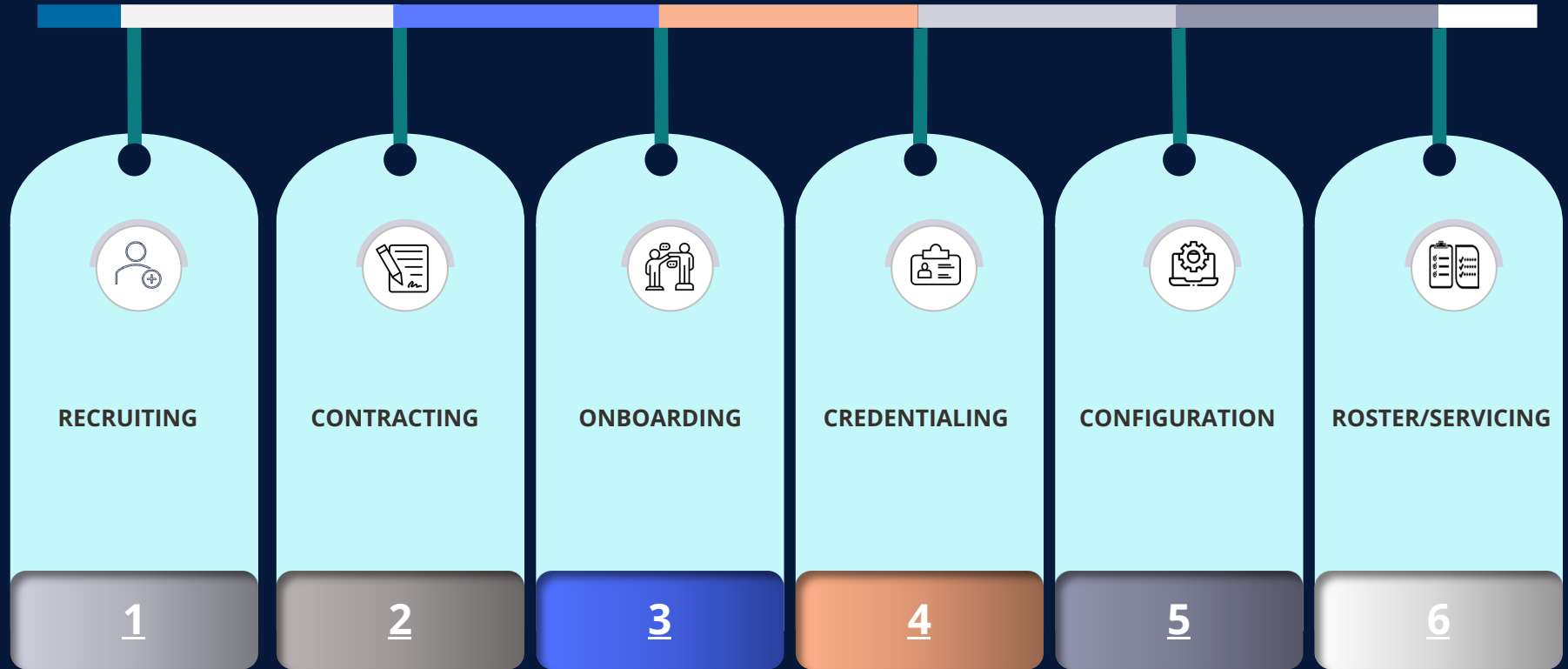
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During Pandemic, the Business Admin features enabled the users to make changes in the Live App to facilitate faster provider onboarding both within the City of NY and Out of NY as well.

Virtusa PLM solution accelerator



BUILDING BLOCKS of Our Provider Lifecycle Management Solution



PLM Success – We’re Successfully Driving Provider Lifecycle Modernization Efforts for Healthcare Payers for Close to a Decade Now



First to implement near real-time credentialing

First to implement automated new provider enrollment

First to implement CAQH document pull

First to implement smart decision engine for provider update requests

First to automate Roster file processing



Our Assets Helped Healthfirst, and Other Healthcare Payers Achieve **SIGNIFICANT** Business Outcomes



70% Faster Onboarding

For a Managed Care Provider



40% Boost in Throughput

With automated processes, for a National Payer



90% Reduction in Lead Time

Through automated workflows and reduced manual intervention



\$10Mn Cost Savings

With staffing productivity, Resource Optimization, and Operational Efficiencies.

Top regional Health plan

~53% reduction in provider onboarding time.

Improved process TAT by ~30%.

Top 5 national Health plan

Faster platform roll-out across 21 states.

~30% improvement in the throughput via automated process.

Top 10 national Health plan

End to end automation of provider roster file process.

Achieved ROI of \$5.0Mn and better provider data quality.

Announcing the launch of vPLM 4.0



vPLM 4.0: Smarter, Faster & Better

Step into the future with us as we unveil Virtusa Provider Lifecycle Management (vPLM 4.0), powered by next-gen technologies. Witness the seamless integration of advanced tech and groundbreaking innovation, delivering transformative features.



GenAI Blueprint



Pega Constellation UX

PEGA INFINITY 24



Pega Robotics



Process Fabric

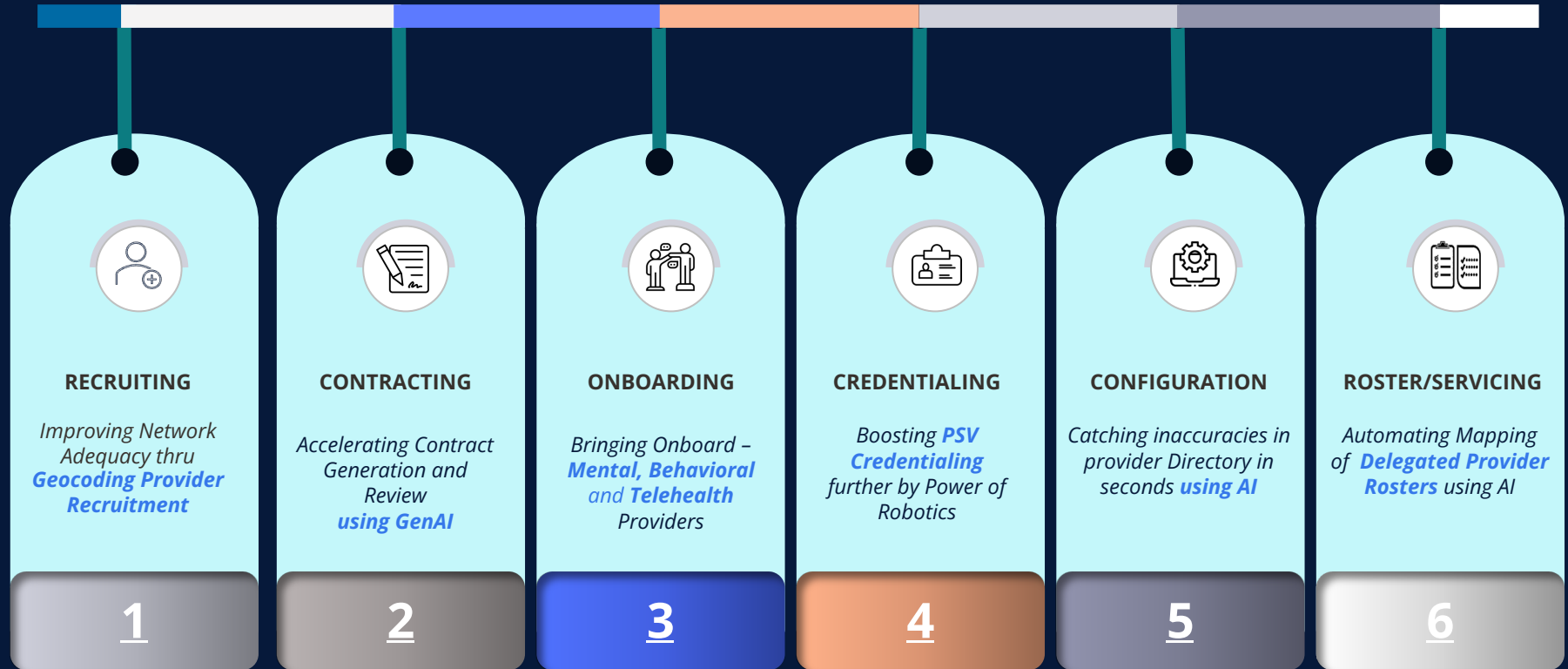


Process AI

vPLM 4.0



vPLM 4.0 – Modules Enabled with **Next-gen Technologies**



Learn More in Our Booth # 20

[vPLMv4.0 Teaser Video](#)



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PLM modules overview



Module 1 Overview



RECRUITING

1



OMNI-CHANNEL INTAKE

- Call, Email, Fax etc.
- HIPPA Compliant.
- Powered by NLP to identify Keywords
- Ability to Integrate with any Sales and Marketing systems
- Mass Mailers for Expansion Campaigns



REPORTING

- Prospecting Reports
- Reporting based on Specialty, Provider Type etc.



Click on the arrow for all module slide

Module 2 Overview



CONTRACTING

2

- ✦ Contract Creation and Document Management
- ✦ Intelligent Workflow Contract case review and decisioning
- ✦ Smart Adapters eSignature capturing
- ✦ Contract Configuration, Negotiations, Rate-Cards
- ✦ Contract Amendments, Reusable Library of Clauses
- ✦ Trigger correspondence using preferred channel (mail/email/fax)
- ✦ SLA Driven Workflow and Integration with any Pricing systems
- ✦ Support for Multiple Contract types like Single Case Agreements and LoA.



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Module 3 Overview



ONBOARDING

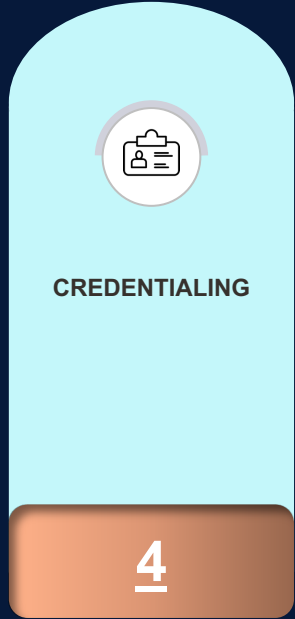
3

- ✦ Ability to Manage Documents for provider case
- ✦ CAQH and Other provider source system integration
- ✦ Duplicate case processing and Resolution
- ✦ Provider Data Validations (Covering more than 200+ fields)
- ✦ Automated Address Standardization thru USPS Integration and NPI Validation using NPPES Integration
- ✦ Support for Non NPI Providers and Ancillaries like Radiology Centers, Lab, Rehab Services etc.
- ✦ SLA driven workflow based on Provider State/LoB/Specialty



Click on the arrow for all module slide

Module 4 Overview



- ✦ Credentialing Case Management
- ✦ Robotic process automation of PSV
- ✦ Rules driven primary source verification (PSV) Checklist
- ✦ Credentialing Audit Sampling
- ✦ Credentialing Committee Review
- ✦ Audit Packet Generation
- ✦ Automated Re-Credentialing Trigger
- ✦ Support For Integration with External Org Ex: CVO



Module 5 Overview



CONFIGURATION

5

- ✦ Dynamic Rate Card Configuration
- ✦ Multiple Contact type support – Capitation or Fee For Service(FFS)
- ✦ Integration with Claims Pricing and Configuration systems
- ✦ Provider Remittance Data Management
- ✦ Support for Multiple TIN and EIN
- ✦ Participating provider Setup and Converting PAR to Non-PAR provider



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Module 6 Overview



ROSTER/SERVICING

6

- ✦ **Roster File Intake and File Acknowledgement**

- ✦ Roster File Template builder , File data Mapping and data validation

- ✦ Roster File Exception Processing Missing info and File Summary Report

- ✦ Roster File Configuration Set-up for Pricing and Directory

- ✦ SLA Driven Workflow



Teaser Video – vPLM 4.0

