



PegaWorldiNspire

Session Title: Transforming the Consumer Experience at Scale.

Chris Atkinson Vice President Product Development & Mgt
Ross Hoffner Director Platform Architecture
HM Health Solutions





Introduction & Background



HM Health Solutions (HMHS) delivers business solutions to health plan payers so they can run their organizations more efficiently in a competitive and ever-changing market. By offering cutting-edge technology and leading industry knowledge, HMHS meets the many operational needs of health plan payers. A wholly owned subsidiary of Highmark Health, HMHS is partnered with 12 health plans serving 11 million members. Headquartered in Pittsburgh, Pennsylvania, HMHS has more than 4,000 employees.

The HMHS story

2012
and
earlier

The Early Years

Focused on meeting the technology needs of Highmark Health Plan and its Blue-branded affiliates and Independence Blue Cross and its affiliates by providing software and solutions across multiple product lines.

2014

HMHS Launched

HMHS was established to commercialize our industry-leading technology and solutions. Customers who partner with us grow revenue, reduce costs and increase customer engagement.

HMHS generated an operating income of \$4 million in its first year.

2015

Consulting and New Customers

Consulting was formed from Highmark Health Plan's Strategic Operations group.

Two health plan customers joined the Platform: Blue Cross Blue Shield of Michigan and Blue Cross Blue Shield of Minnesota.

The HMHS story

2017

AHN IT

HMHS absorbed Highmark Health Enterprise subsidiary Allegheny Health Network for IT, security, and more in the clinical space.

2019
and beyond

Where We Are

Two new health plan customers went live on the EHS Platform Jan. 1, 2019: Blue Cross Blue Shield of Wyoming and Blue Cross Blue Shield of North Dakota. HMHS currently supports 12 health plans and with 11+ million members nationwide. We improve our quality everyday with measures like RIGOR and Perfect Days.

Where We're Going ... Continued growth through 2025.

Live the Highmark Health Core Behaviors and support the Enterprise Technology Organization Fundamentals.



Defining The Problems To Solve

Challenges that need solutions

Health plan customer – members / providers - focus

- Customer engagement in healthcare
- Complex topics that are very personal and require – right information, right time, preferred channel, and delivered consistently correctly
- Healthcare products and services are complicated and change frequently
- Different engagement opportunities across different channels
- Effective utilization of benefits and services can be difficult and is a key outcome that many insurers and providers look to achieve

Challenges that need solutions

Health Plan Focus

- Health plan customers
- Maturity of health plans related to customer engagement
- Internal capacity to develop & execute engagement models
- Coordinating messaging to members and providers from various operating functions across multiple channels
- Consistency and frequency of messaging to customers

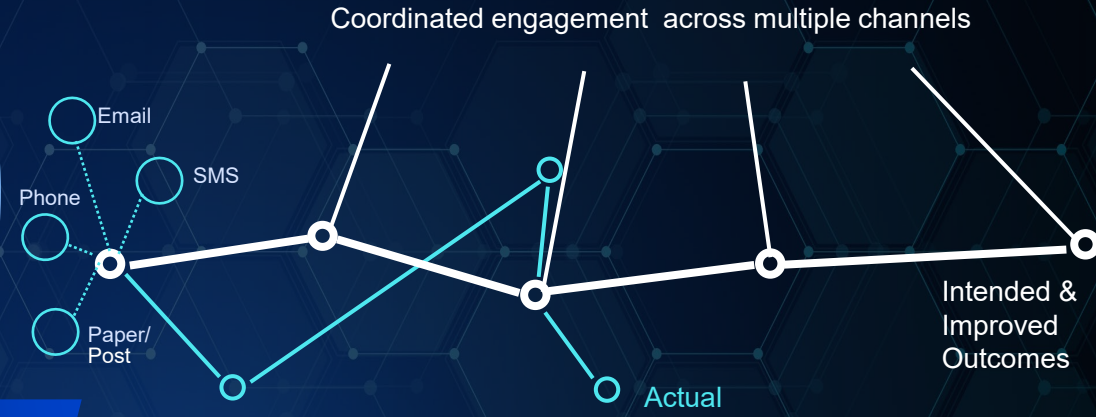


Walking Through The Challenge

Actual Outcomes

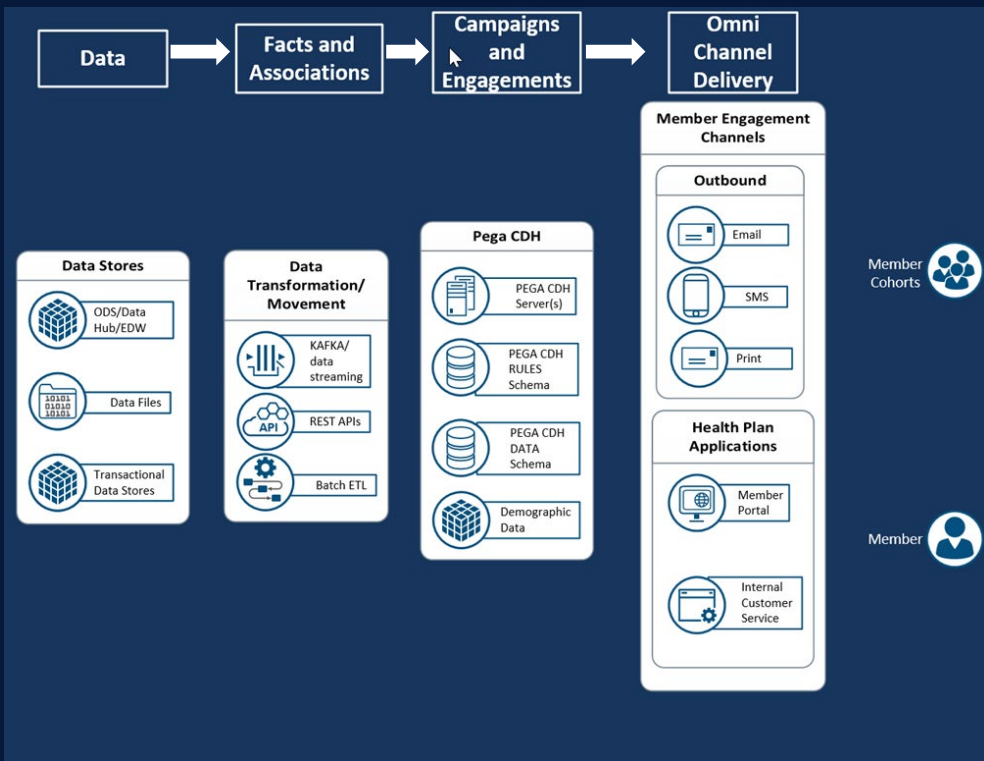


With traditional engagement, members are grouped into segments and can get lost. They travel a pre-determined path that can't adjust to personalize the experience based on new member behaviors, contexts or scenarios. They also can be engaged across multiple channels in an inconsistent way.



Technical Vision

Technical Vision



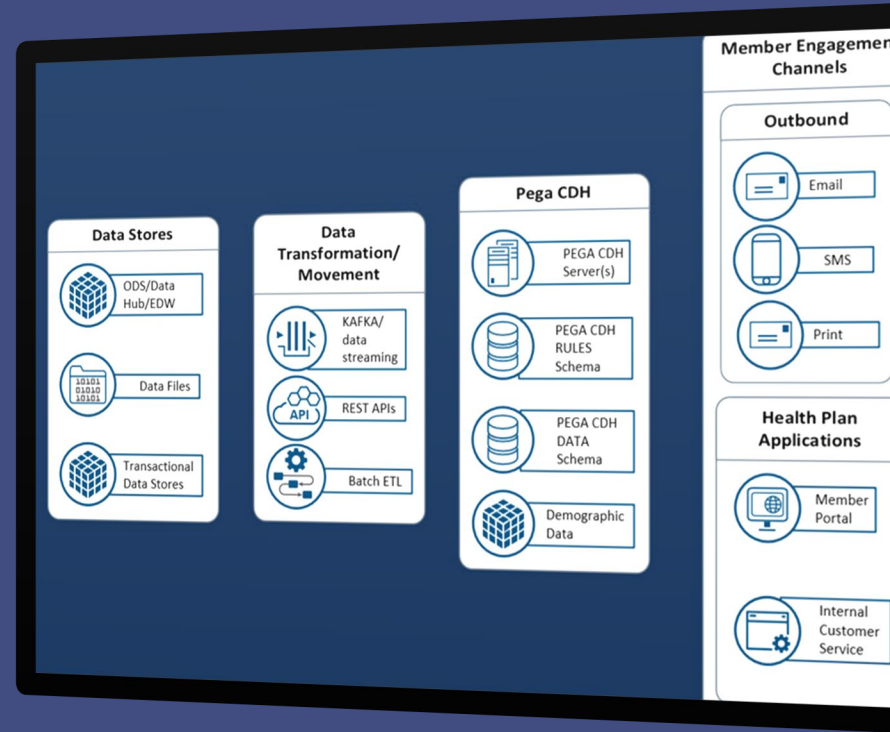
Accelerating our health plan customers ability to engage

- Channel agnostic & easily integrated within our Pega and Non-Pega application/data architecture
- Integrated within the analytics flow
- Standardized health care data model
- Multi channel feedback loops
- “Public” campaign & action library used to accelerate health plan customers path to engagement
- Modern integration frameworks – KAFKA and restful API’s
- Muti-environment deployment architecture
- Self service capable

Technical Vision

Accelerating our health plan customers ability to engage

- Channel agnostic & easily integrated within our Pega and Non-Pega application/data architecture
- Integrated within the analytics flow
- Standardized health care data model
- Multi channel feedback loops
- “Public” campaign & action library used to accelerate health plan customer's path to engagement
- Modern integration frameworks – KAFKA and restful API's
- Muti-environment deployment architecture
- Self service capable





Achieving Outcomes

Expected outcomes

What does success look like

Customer engagement in healthcare

- Member facing health plan employees are proactively presented with coordinated prompts to engage members on relevant and timely content
- Customer engagement prompts are standardized to ensure that complex topics are communicated consistently regardless of channel
- Customer journeys are coordinated
- Customer interactions and touchpoints are integrated into the “Central Brain”

Health plan customers

- Access to a platform that provides a pre-integrated and standardized data model with an available “Library” of Campaigns/Actions
- Accelerate our health plan customers journey to be more effective at coordinated channel agnostic customer engagement
- Fully integrated platform architecture connecting CDH to all available customer engagement channels inbound or outbound
- A standardized set of processes and governance models that ensure successful adoption and a quality result



PEGA

PegaWorld*i***N**spire