



Shaping Healthcare Possibilities

# Leveraging human-centric design approach to transform consumer experiences for 10Mn lives

In the dynamic healthcare landscape, a prominent non-profit healthcare organization with an annual revenue exceeding \$26 billion faced a formidable challenge. Their portal ecosystem, firmly rooted in decade-old legacy technologies, lacked next-gen features, required manual interventions, and was not user-friendly. This led to poor consumer experience, elevated TCO, and reduced business growth potential.

The client turned to CitiusTech to orchestrate a digitally transformative journey. CitiusTech engaged its Experience Design Studio practice to provide 90+ recommendations to re-architect the client's portals and remediate the gaps across processes, people, tools, and technologies. This led to \$3 Mn in savings, an 80% reduction in service tickets, and an improved portal performance by 50%.

## CASE STUDY



**BUSINESS  
CHALLENGE****Legacy tech-led portals dissatisfy new-age  
healthcare stakeholders**

A non-profit healthcare organization was handling the frustrations of customers, partners, and employees all at once. Additionally, they faced increasing expenditures on IT-related costs due to the scalability issues of their legacy system. They had an outdated technological ecosystem containing 12+ portals that caused severe instabilities across internal and external stakeholders - Providers, employers, members, brokers, agents, employees, etc.

The client had a couple of critical pain points - their members were dissatisfied with the member portal functionality, and their internal processes lacked governance, leading to consumer dissatisfaction, mounting costs, stunted growth, and loss of business. Additionally, the client received more information-seeking Provider calls due to the lack of a single-pane view of the Provider's resources, leading to higher admin costs and Provider abrasion.

In the era of growing consumerism, a comprehensive overhaul of their portal ecosystem was the need of the hour. The strategy involved embracing Human-Centric Design capabilities, leveraging process improvement techniques, and deploying advanced technology solutions to mitigate the identified gaps and fortify the portals for future scalability, thereby promising a unparalleled digital experience for all consumers.

**THE  
SOLUTION****Bridging the gaps through technological revamp**

CitiusTech leveraged its consulting and digital transformation expertise and comprehensively assessed the client's tech ecosystem. The Experience Design Studio identified and remediated gaps across people, processes, technology, and delivery to enhance consumer experiences, seamless navigations, reduced wait times, improved consumer engagement, savings opportunities, and overall growth.

In doing so, CitiusTech was able to provide 90+ recommendations through several focus areas:

- Leadership, strategy, and governance enhancements.
- Overhauling portal operations and processes.
- Remediation of accessibility, security, and vulnerability concerns.
- Financial and performance management improvements.

What followed were design workshops, consumer surveys, and a detailed digital landscape assessment leading to a roadmap to transform the entire consumer experience.

### **Here are some of the key recommendations provided:**

- Implementing cloud-based technologies like Adobe Experience Manager (AEM) for a decluttered portal ecosystem.
- Complete overhaul of portals and migration to Google Cloud.
- Establishing API-based architecture, enabling DevOps, SDLC standardizing, and Metrics benchmarking for portal modernization.
- Establishing human-centric design-based UI/UX wireframes.
- Improving compliance by demarcating portal boundaries based on business lines.

And the outcome of this large-scale transformation? A next- gen, future-ready, and efficient digital front door experience that bridged gaps across all stakeholders.

The work did not stop there. The ongoing engagement with the client includes 100% cloud migration, end-to-end analytics for 360° visibility, and integration with Google HDE.



## BENEFITS DELIVERED

### A seamless and cost-effective portal ecosystem that elevates experience

The client’s commitment to bring about a transformation within their system bloodstream yielded substantial benefits. CitiusTech’s Experience Design Studio helped revamp the client’s portals and guided them in reducing costs, increasing portal performance, and elevating customer experience.

With experience design, the client was able to:



**Consolidate savings exceeding \$3 million** through modernized processes and technology enhancements.



Achieve a seamless Annual Enrolment Period (AEP) for Medicare with Zero incidents and a **50% increase in portal performance**.



**Reduce IT service tickets by 80%** through streamlining processes, resulting in an additional \$250,000 annual cost savings.



Build a one-stop-shop portal by consolidating 12+ portals that **reduced Provider support calls by 5-10%**.

This holistic transformation not only improved the digital experience for over 10 million lives but also positioned the client for sustained growth and scalability in a rapidly evolving healthcare landscape. The ongoing engagements with CitiusTech underscore the success and alignment with the long-term vision for the client’s digital transformation journey.





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CitiusTech is a global IT services, consulting, and business solutions enterprise 100% focused on the healthcare and life sciences industry. We enable 140+ enterprises to build a human-first ecosystem that is efficient, effective, and equitable with deep domain expertise and next-gen technology.

With over 8,500 healthcare technology professionals worldwide, CitiusTech powers healthcare digital innovation, business transformation and industry-wide convergence through next-generation technologies, solutions, and products.

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