CitiusTech

Shaping Healthcare Possibilities

Implemented a centralized enterprise business intelligence solution and reporting for a leading Health Plan

Business Requirements

By embracing modern business intelligence, this leading Health Plan created a solid foundation based on actionable insights, while driving a transparent and comprehensive reporting of day-to-day operations.

The client is a leading Payer in southeast US. Its manual spreadsheet-based reporting for senior executives was labor intensive and error prone, often resulting in delayed and substandard insights.

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CASE STUDY

This triggered the need for a comprehensive analytics solution that empowered leadership with decision support insights such as:

- Increased visibility and tracking for Member Retention and Medicare conversion.

- Ability to track Agent/Broker performance.

- Effective tracking of Care Management operations and staff.

- Insights on Gaps in care and Regulatory compliance.

- Transparency in Claims and Revenue cycle Management.

- Data driven Provider management for Value based care.

CITIUSTECH SOLUTION

For the Health Plan to transition from a manual excel based analysis to intelligent dashboards, CitiusTech architected and implemented a centralized enterprise BI solution. A one stop view across all subject areas was established for end users to efficiently conduct operations and analysis. The modern solution enabled business users to create a robust reporting roadmap across other subject areas, which was not possible in legacy spreadsheets. CitiusTech also implemented a modernized data architecture and enabled intuitive dashboards including various KPIs like:

- **Membership -** Medicare age-in cohorts, Medicare Advantage conversion rates, Agency Capture rates across LOBs, Agent/Broker productivity and success rate.

- **Care Management -** Gap open and closure rate, Campaigns, Regulatory Measures compliance, CM operations productivity etc.

- **Financial -** Fully Insured premium balances, Claims spend, ASO admin fee balance, Major group outstanding claims accounts etc.

- **Provider Management -** Dashboards by county or specialty within novel network, Memberships covered and network adequacy etc.

Data modeling

- Pulled data from centralized EDW into Analytics ODS for multiple data domains – enrollment, claims, Provider, care management, quality, financials, network arrangements, etc.

- Defined standardized data model for high scalability and maintainability as per HLA and loaded using Hive Query Language (HQL) scripts.

- Developed data standardization and enrichment rules for improved performance and reporting integrity using Tableau-HDFS driver.

- Inducted a standard MDM product across centralized EDW and analytics using Tableau BI reporting 19.x.
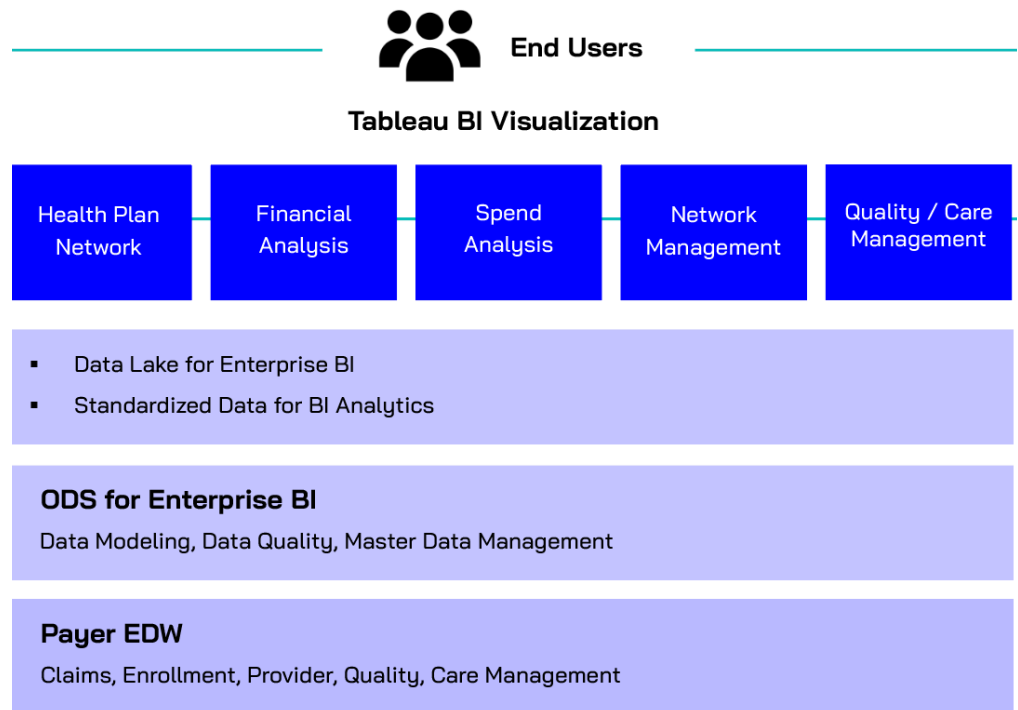
Data lake

- Established summary and drill down analytics across dimensions using connected views with universal lineage for member-provider-financial entities.

- Leveraged Ozzie for scheduling batch jobs to transfer data from data lake into fact tables.

BI visualization

- Developed dashboards using Tableau BI to drive transparency across operations and daily activities.

- Leveraged Tableau-HDFS driver for data connections along with Tableau 19.x for smart visualizations.

- Developed and enabled configurations to support key features such as role-based access, filtering and dimensional analysis, export, etc.

SOLUTION SCHEMATIC

End Users

Tableau BI Visualization

Health Plan Network	Financial Analysis	Spend Analysis	Network Management	Quality / Care Management

- Data Lake for Enterprise BI
- Standardized Data for BI Analytics

ODS for Enterprise BI

Data Modeling, Data Quality, Master Data Management

Payer EDW

Claims, Enrollment, Provider, Quality, Care Management

Solution Schematic – Enterprise BI and Reporting

BUSINESS IMPACT

The client attained exceptional transparency in operational reporting and leveraged insights to enable data-driven decisions. Modern intelligence helped client improve member retention rate, also optimize agent and broker productivity. Actionable insights from Care Management dashboards helped client increase the gap closure rate and maintain regulatory compliance.

70+
Multi-domain data sources integrated

60+
Biz users impacted over strategic functions

110+
Actionable insights generated

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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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