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Shaping Healthcare Possibilities

Success Story

Enhancing patient experience with cloud-based data integration and machine learning models

The Challenge

- The client is a leading non-profit healthcare system in Texas providing a variety of medical services and healthcare solutions.
- The client wanted to apply a consumer-centric lens to enable themselves for better patient understanding and help them:
  - Design their destination (product / patient experience) to align with consumer needs
  - Align their positioning with what matters most for the consumer
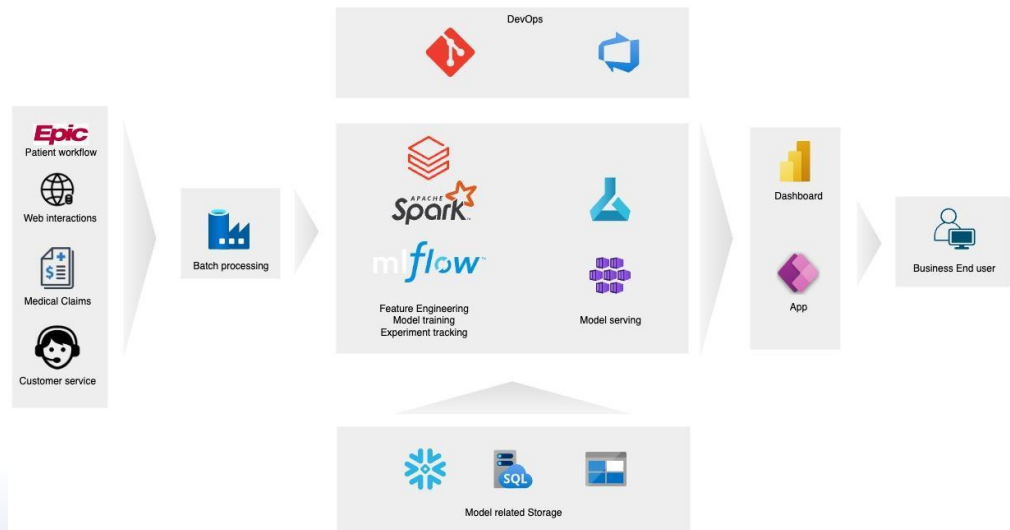
Consumer Centric Analytics | **Democratization of Analytics**

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The Solution and Outcome

CitiusTech team collaborated with the client's team:

- Mapped their patient data from Epic Clarity, Digital Assets, Claims etc. to various customer journey steps

- Analyzed survey data create representative sample of patient with good vs bad experience

- Generated 1000+ business features for to build ML-based patient experience and loyalty models

- Extracted value creators and destroyers from these models and presented the information in intuitive manner for executives and other business stakeholders

- Provided an interface to interactively work with models to test what-if scenarios (prescriptive analytics)

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Thank You

CitiusTech - Shaping Healthcare Possibilities.
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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