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Shaping Healthcare Possibilities

Success Story

Enhancing member engagement with cloud and real-time data

6+ | Years of relationship

30+ | Engagements to date

The Challenge

- Client is a nonprofit organization focused on transforming healthcare through innovative solutions and technology to improve patient outcomes and reduce costs.
- **Strategic shift to consumer centric healthcare organization** than a traditional insurance focused health plan
- **Disjointed member experience** due to outdated member portal and siloed data sources
- **Data exchange latency** between multiple core systems e.g. care gaps engine, wellness & care management portals
- **Lack of insights for members** to assist with next best action

The Solution and Outcome

- **Cloud Data platform using Snowflake** for data liberation using enterprise-wide single source of truth, thereby enabling analytics
- **Modernized care gaps engine to drive value based program** using event driven architecture on AWS cloud for all LOBs
- **Enabling real-time data streaming for payer enterprise workflows** with Kafka based streaming platform
- **Transformed member experience across digital touchpoints** – plan shopping, post enrollment services (portals), wellness programs

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3M+
Members' experience Impacted

$2.5k
Avg. OOP savings per ACA member

800+
Member portal tickets resolved within SLAs

100+
Analytics use-cases to be supported

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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