**CitiusTech**

Shaping Healthcare Possibilities

CitiusTech transforms healthcare experience for ~4Mn lives with advanced Digital Front Door strategy

A leading insurer in Philadelphia, serving ~4Mn members, embarked on a digital transformation journey to improve business outcomes and gain competitive advantage. They wanted to reduce dependency on administrative partners, cut costs, and improve member experience. As a part of this journey, they were also transforming their member portal, moving away from a legacy proprietary platform that incurred high licensing costs. Their members were also dissatisfied with the portal, and the mobile app ratings were dipping.

CitiusTech took a human-centric approach to address this problem, keeping member experience as the focal point. The team built an omnichannel member engagement platform with 75 capabilities and over 300 features. In addition, the team developed an NLP-based sentiment analyzer to provide insights into real challenges faced by users. As a result, the client saw an uptick in member experience and retention while saving half a million dollars in licensing costs annually.

CASE STUDY
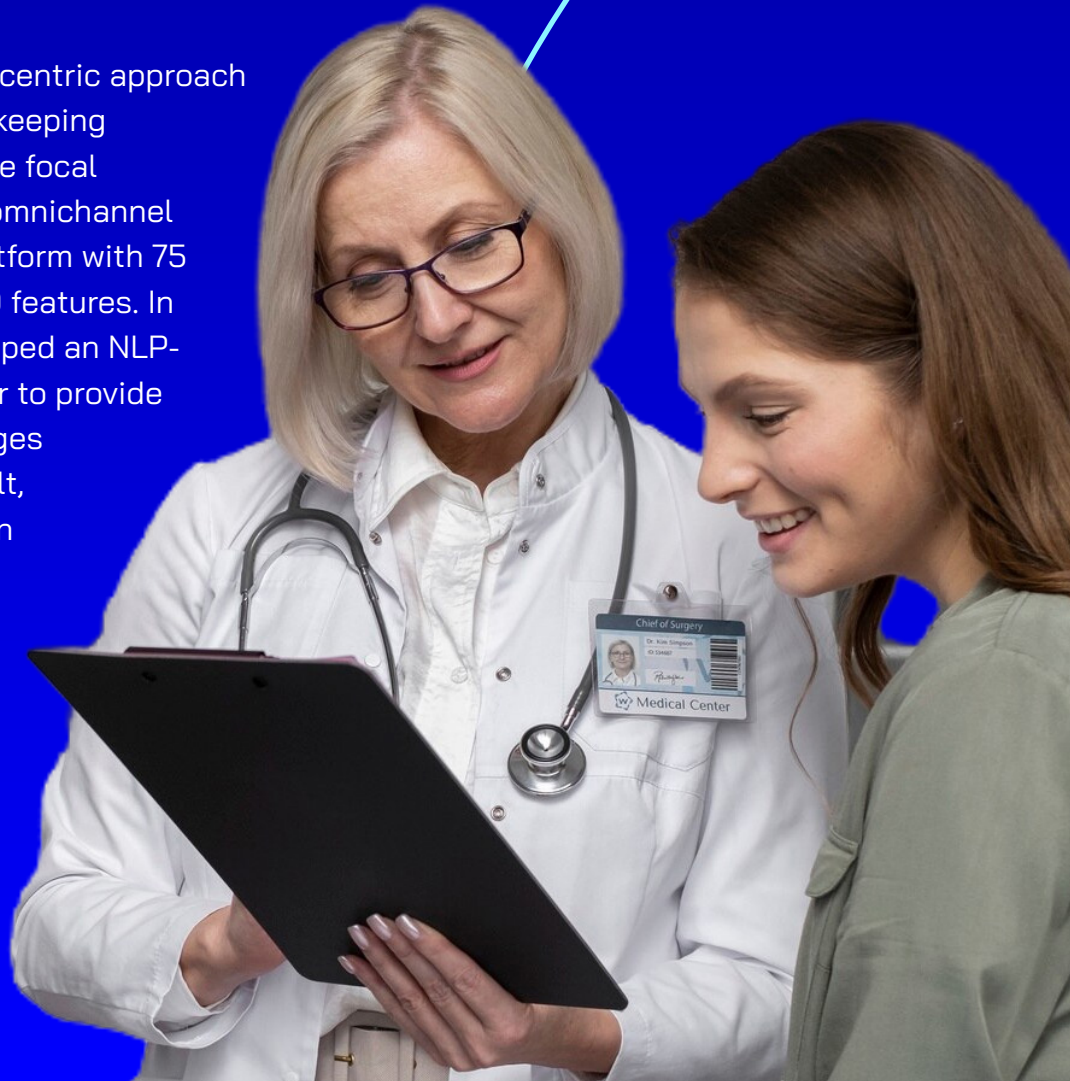
Legacy technologies and dependencies on administrative partners blunt competitive advantage

Customer centricity is key to healthcare players today, both because of recent CMS mandates and because it makes good business sense. Delivering a superior member experience is critical for member retention and business growth. Mindful of this fact, the client wanted to improve their member experience by transforming their existing member portal, which was falling short of member expectations.

Their existing portal faced several challenges:

- It was managed by an administrative partner and built on a proprietary legacy technology that incurred **heavy licensing costs**. This led to a high total cost of ownership for application.

- The web portal and mobile application, being two separate code bases, were leading latency and negatively impacting time to market for new features as well as adding to **effort and cost for the IT organization**. Moreover, the single-page application architecture restricted the lean deployments for individual modules.

- The members were unhappy with the existing application, and the **mobile ratings were dipping** - especially due to benefits and PCP data sync issues.

- The **lack of consolidated access** to members' health journey, benefit coverage, condition-specific information, and wellness programs hindered the achievement of personal health goals.

The client wanted to build their own member portal to reduce dependency on administrative partners and deliver a better member experience. As part of their Digital Front Door strategy, they wanted not only to improve the look and feel of the member-facing application but to take its performance to the next level. CitiusTech, being their preferred technology partner, was chosen to help achieve these goals.

**THE
SOLUTION**

Omnichannel member engagement platform boosts performance

CitiusTech's deep domain expertise, coupled with experience design, enabled a seamless transition from the legacy platform to a modernized omnichannel experience for its members. The key components of the solution included:

1. **An omnichannel platform with elevated member experience**

   a. Leveraged an open-source tech stack like angular/ JAVA to optimize cost.

   b. Built Distributed Data Architecture for reduced data redundancy, improved security and timeliness, and better resource management.

   c. Developed Microapp architecture with the ability to deploy individual applications.

   d. Integrated Chatbot functionality to enable members with self-serve options for questions around benefits, claims, symptom checker, etc.

   e. Established API connectivity with multiple 3rd parties for improved data connectivity around ID cards, Claims, Providers, Pharmacy, and spending account

   f. Built a virtual care team for quick access to primary and preferred Providers

   g. Added features to send personalized reminders to act on preventive wellness screening and condition-specific care

   h. Added the ability to schedule healthcare appointments online and reach out to registered nurses, health coaches, etc.

2. **Hybrid mobile app on Android / iOS for faster speed to market and extreme efficiency**

   a. A hybrid approach to develop the mobile application with a single code base shared with the web application for the member portal.

   b. Automated deployments for 50% efficiency gain

   c. Apple Wallet and HealthKit Integration

   d. Progressive Web app for Android (for automatic updates)

3. Experience Design

a. New navigation, updated features, and advanced technology enable faster response time and personalized content.

b. Accessibility features like voice to text etc., to benefit members with impaired hearing/vision

4. Sentiment analyzer

In the quest to understand the true root cause of the members' pain points, the team went above and beyond client needs. They leveraged reviews from the App Store and built an analytics solution. This encapsulated 10 Mobile Apps for the insurer and its affiliate companies. Key features included:

a. **Review dashboard for** centralized rating summary across various applications with the ability to filter based on keywords, user rating, application versions, and timeframe.

b. **Leverage NLP for keyword-based search** to understand the sentiments within reviews and deliver insights for improvement.

c. **Ability to compare ratings** with apps by competitors (Android / iOS)

BENEFITS DELIVERED

Superior member experience delivered faster and at a lower cost

The new architecture and hybrid app development approach deployed by CitiusTech helped the client significantly reduce the costs and time to market for new features. As the member portal capabilities improved, they positively impacted member experience and retention. Insights from the sentiment analyzer delivered better visibility into members' pain points, allowing the insurer to fix them promptly. The enhanced experience also aided the insurer in expanding its business in government programs. CitiusTech helped the client:

Save $0.5M in license costs annually

Improve time-to-market by 30% with swift deployments

Reduce key issues around log-in, Apple wallet, etc., **by 50%**

Achieve **steady improvement** in mobile app ratings on the App Store

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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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