



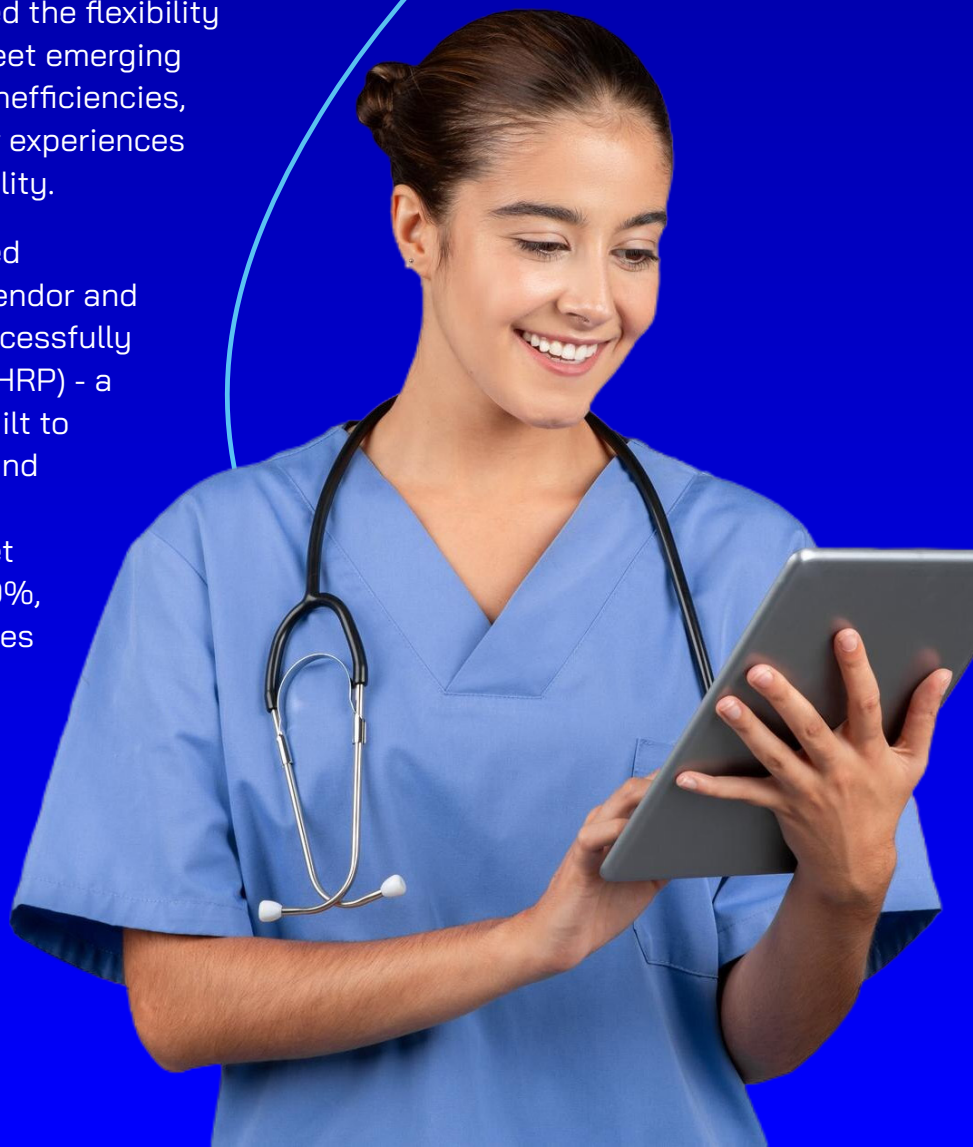
Shaping Healthcare Possibilities

Transforming claims processing for a leading Healthcare Payer to enhance efficiency and member experience

A leading New Mexico healthcare Payer was constrained by its outdated, rigid claims management system that lacked the flexibility and analytics capabilities to meet emerging business needs. The resulting inefficiencies, rising costs, and poor customer experiences threatened business sustainability.

CitiusTech took over the troubled implementation from another vendor and partnered with the client to successfully implement HealthRules Payer (HRP) - a modern, automated platform built to transform operational metrics and power digital innovation. The solution reduced time-to-market for new product launches by 40%, increased auto-adjudication rates by 10%, and provided enriched self-service options for over 750K+ members.

CASE STUDY



**BUSINESS
CHALLENGE**

**Unscalable infrastructure impedes
Payer progress**

As a leading healthcare Payer in New Mexico, the client faced mounting pressure to reduce costs while improving the quality of care. However, its legacy claims adjudication system had become a major impediment. Built over decades on outdated technology, the system lacked the flexibility to adapt to the rapidly evolving healthcare landscape. This resulted in poor operational efficiency, high IT costs, and unsatisfactory customer experiences - ultimately impacting the financial sustainability of the business.

Claim processing had become complex, error-prone, and time-consuming. These deficiencies adversely impacted Provider relationships and member satisfaction. Meanwhile, keeping the system running required excessive manual workarounds and maintenance costs.

The objective was to implement a modern, agile claims management platform. The key goals were boosting automated claims processing, enabling real-time data analytics, and supporting seamless omnichannel experiences. This transformational initiative helped the client to innovate on business models while controlling costs and delivering exceptional customer experiences amidst disruptive change.

The strategic partnership between HealthEdge and CitiusTech helped the Payer drive simpler, faster claims processing, providing a holistic customer view and flexible APIs for rapid integration and innovation.



Platform modernization: HRP replaces legacy claims platform

CitiusTech partnered with the client to migrate their legacy claims platform onto Health Rules Payer (HRP) - a modern, flexible platform built for Payers.

Executed in phases, the project enabled the Payer to transform operational efficiency, member experiences, and market agility:

Phase 1: Integrated Planning

- Built an integrated program governance covering all critical areas - timing, resources, costs, and risk management.
- Created a detailed migration roadmap clearly delineating the scope of transition and its staged execution.
- Partnered closely with HealthEdge, driving platform adoption strategy anchored around value realization.

Phase 2: Implementation

- **Program Governance:** Established centralized oversight of the migration covering Commercial, Medicare, and Medicaid lines of business.
- **Platform Integration:** Developed real-time and batch interfaces bridging HRP with the client's internal systems and external 3rd party systems.
- **Configuration & Testing:** Configured core platform components like benefit plans, claims rules, and member profiles.
- **Analytics:** Designed and built BI reports dashboards providing operational insights related to claims, members, Providers, authorizations, and contact centers.
- **Production Support:** Provided ongoing support during the stabilization period to resolve defects, refine configurations, and optimize performance.



The outcome? A modern, agile claims platform that drives efficiency, leveraging data-driven insights and increased automation.

BENEFITS DELIVERED

Transformation delivered: Automation, agility, and member experience

The HealthRules Payer platform implemented by CitiusTech created an efficient automated claims management ecosystem for the client and helped decommission their legacy system. Enhanced data processing of a high volume of daily claims, reduced manual interventions, and faster adjudication cycles improved operational metrics significantly.

With CitiusTech solution, the client was able to:



Achieve one of the largest system implementations in the client's history, transforming a Payer system processing over **40K+ claims daily for 750K+ members and 2K+ Provider contracts.**



Reduce time to market for new health plan **launches to 40%**



Boost claims auto-adjudication rate from **80% to 90%** by leveraging HRP's automation



Personalize benefit plans in real-time for **600K members** based on rules.



Develop capability to quickly launch nearly **60 new products** on the Health Insurance Marketplace channel.



Streamline technology upgrades via a reusable HRP migration framework.



Automate the regression test suite, reducing time and effort required for pre-release **testing by 70%.**



Enable seamless interaction between business departments handling different Payer process stages.



Gain an integrated, data-driven platform addressing strategic priorities around experience, access, and outcomes.

In conclusion, this implementation helped the client in improving their member retention and member satisfaction.



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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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