

Healthcare EDW and Analytics

A case Study



Case Study: Data Management & Analytics

6+ | Years of relationship

30+ | Engagements to date

Business Problems

- **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- **Disjointed member experience** due to outdated member portal and siloed data sources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

CitiusTech Solution(s) & Value Delivered

- ▶ **Cloud Data platform** 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 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



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

Thank you!



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