



PATIENT CENTRIC CARE MANAGEMENT

Case Study





CARE MANAGEMENT AND PERSONALIZED MEMBER ENGAGEMENT IMPLEMENTATION FOR LEADING MIDWEST PAYOR

- Customer is one of the leading Healthcare Payors with a member base of more than 3 Million. The vision was to deliver a personalized care management experience to members which leverages a holistic understanding of member's clinical journey, as well as an awareness of other "whole patient" parameters such as social determinants. Capgemini helped the client in creating an integrated care management platform supported by omni channel experience



DIGITAL AND AI DRIVEN CARE MANAGEMENT PLATFORM IMPLEMENTATION



Challenges

- Inability to drive engagement of members through their care management journeys and missed follow-ups for preventive health events
- Data Fragmentation leading to poor understanding of member's longitudinal clinical journeys and their behavioral health or social aspects that influence success of care programs
- Lack of efficiencies in enrollment, utilization management and intervention design leading to member dissatisfaction
- Sub optimal use of community resources and fragmentation of care coordination processes as members transit between hospital and other care settings
- Inability to deploy education and health promotion campaigns tailored for member preferences



Solution

- AI enabled risk stratification and care gap identification of members to generate outreach list and support care program enrollment
- Guided understanding of benefits and eligibility through an integrated platform
- Social Barrier identification and tracking, care planning and intervention design
- Collaboration support across multi disciplinary care teams, community resources and home care
- Next Best action and workflow orchestration for preventive health, lab visits, screening, prescription reminders etc.
- Support for member services and personalization of contact center interactions to support wellness and preventive care



Services Rendered

- Implementation of care management platform and of FHIR interoperability
- Integration of care management platform with benefits and claims core systems, clinical and consent applications
- Development of Member 360 to provide whole patient understanding
- API and ETL integration for supporting FHIR datasets and aggregation of claims data, assessment, call logs, case data etc.
- Analytics implementation for risk stratification, cost categorization and care gap detection
- Integration with Health Risk Assessment modules and third-party data aggregation