

# Patient Experience Assessment

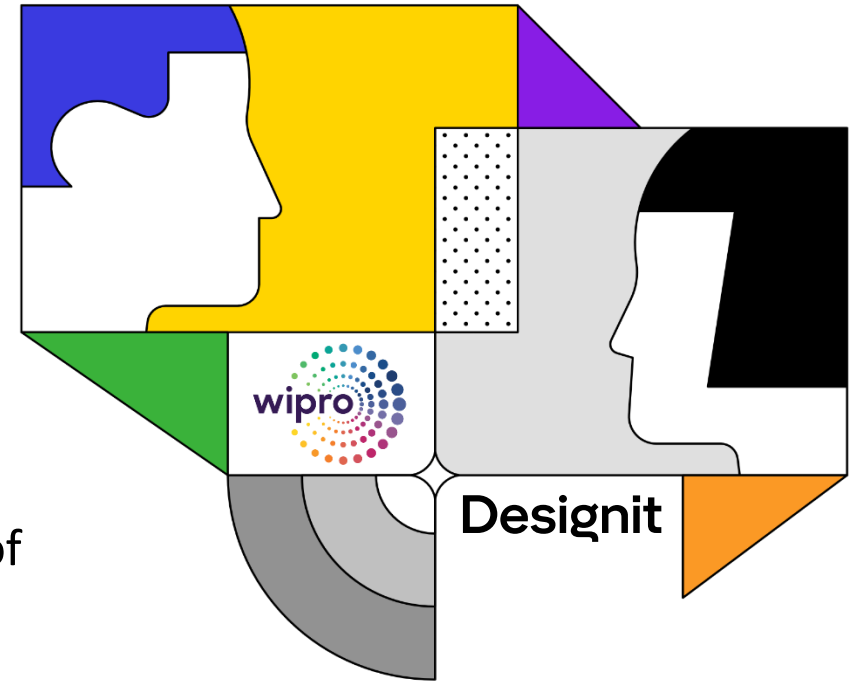
Rapid Cycle Assessment  
CRM and Digital experience



We are a team of healthcare experts, consultants, designers, and technologists passionate about solving your business challenges.

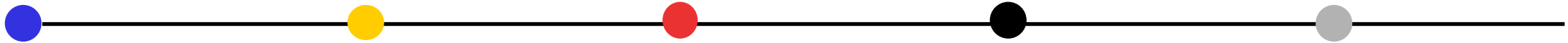
Working with Wipro gives you a one-stop partner and the best of both worlds: the white glove, boutique attention, and craft of Designit, plus access to top leadership across all our capabilities: design, technology, business, AI, creative, and marketing.

Help you digitally transform to ***reduce costs, raise STAR ratings, and enhance member and patient experiences.***



Increased efficiencies  
and accelerated growth

# Our in-house capabilities help throughout your journey to deliver a true omnichannel experience transformation



## Strategy and insights

We pair deep payer operations experience with member and provider expertise, data analysis, and user research to understand user needs. This translates into a strategy that creates a customer-centric experience.

- Digital product + brand strategy
- Technology + platform strategy
- Omnichannel
- Strategy optimized by stakeholder
- Data analytics + member/customer insights
- Member + patient experience

## CX Design

We build market-leading customer experiences through data-driven design and constant innovation.

- Strategic design
- Service design
- Experience design (UX/UI)
- CX audit + benchmarking
- Customer journey + personas

## Digital transformation

We design and build app/web/IoT, eCommerce, and omnichannel platforms with humans at heart.

- Digital customer engagement
- Digital journey analytics
- Experience commerce
- Marketing automation
- Customer data platform

## Data-driven marketing

Delivering omnichannel experiences orchestrated across marketing and commerce platforms, through data- and behavior-driven approaches.

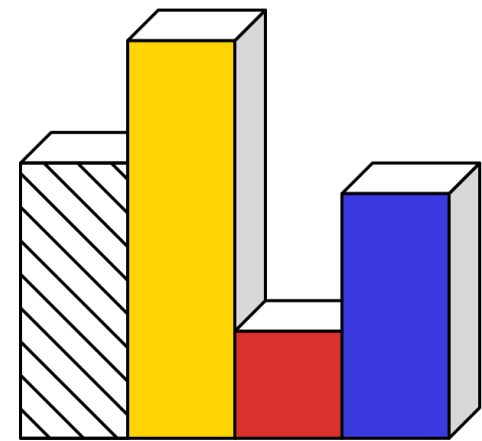
- Performance marketing
- Campaign management
- Search engine optimization
- Customer experience optimization
- Generative AI

## Activation + engagement

We produce strategies to help drive awareness and engagement with your target user group in order to drive continuing value.

- Campaign planning + management
- Customer lifecycle management
- Modern customer care
- Social media
- Events (physical + digital)

# Healthcare value levers that drive positive results



## Human-centered Member + Patient Experience

We put humans at the center of everything we do—both the humans who deliver your services and the ones who receive the clinical care and administrative services.



## Best practices from outside Healthcare

We work with many of the largest health plans to examine all elements of the healthcare ecosystem and how they impact member/patient experience and consumer satisfaction.



## Focus on improving operational, financial and clinical care outcomes

This can impact:

- CMS Star Ratings
- CMS measures (HCAHPS, CAHPS)
- Press Ganey, JD Power Surveys
- NPS (Net Promoter Score)
- Quality Measurements such as PQRS, MIPS
- Value Based Reimbursement
- Staff and patient communication



## Member experience across the entire healthcare ecosystem

We examine the entire healthcare journey, from wellness to illness to recovery to health maintenance.



## Proven methodologies to improve speed to value recognition

We don't start from a blank sheet - but leverage our vast experience to jumpstart strategies and tactics to help you achieve measurable outcomes in months, not years.

*Key experience lever:*

# Your CRM can enable—or hinder—a great patient + member experience

## **CRM Patient + Member experience enablers**

- Obtain a true 360-degree view of your patients and members
- More coordinated omnichannel engagement with customer experience
- HIPAA-compliant tracking and analytics
- Campaign management (marketing + sales campaigns), reporting + analytics
- Improve customer satisfaction, reduce customer service call volumes
- Integrate relevant QNXT claims data + clinical data

## **Key CRM features to optimize**

- Letter of interest form
- Sales automation (email) + work assignments
- Meeting scheduler
- Campaigns + marketing automation
- Provider communications
- Internal communications

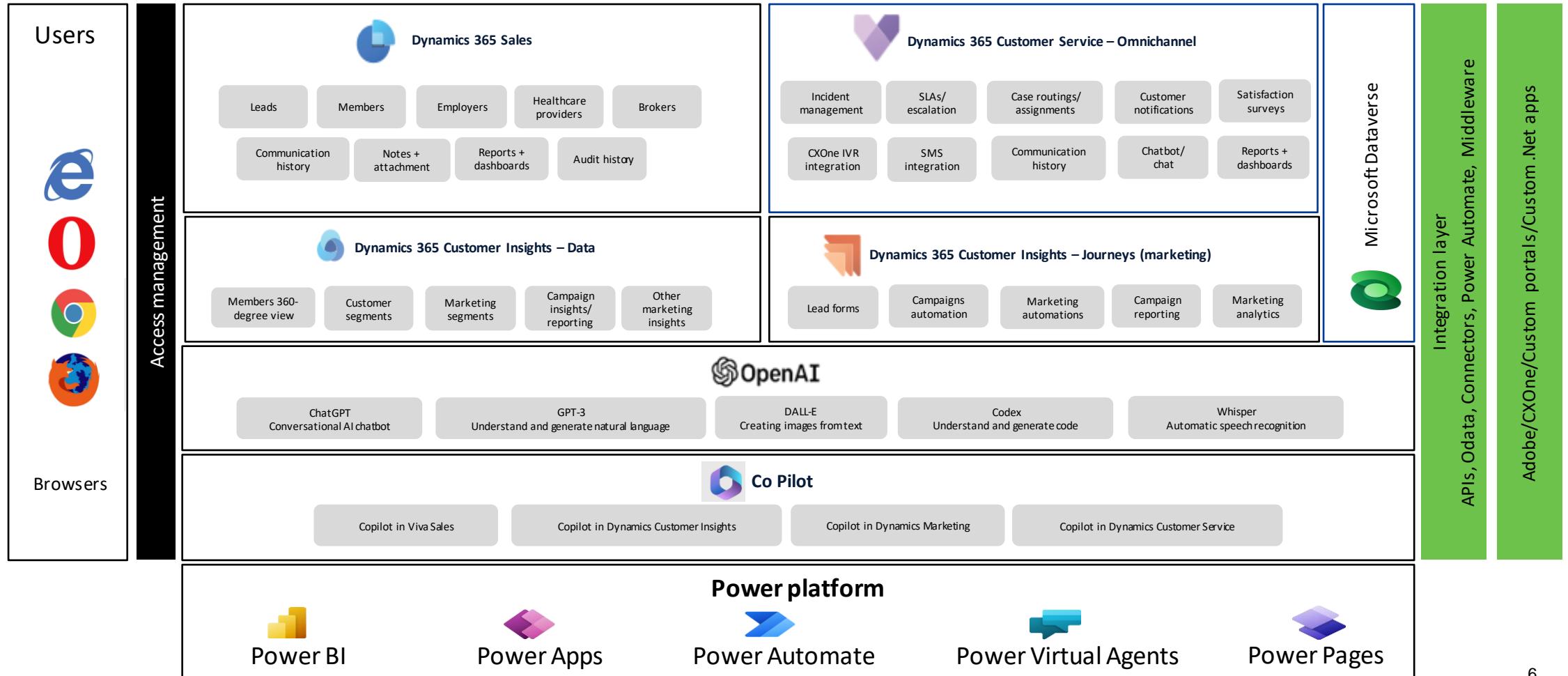
## **Our expertise**

We are technology agnostic and can work with any CRM

Example assessment output:

# Indicative Solution Landscape leveraging Microsoft SAAS

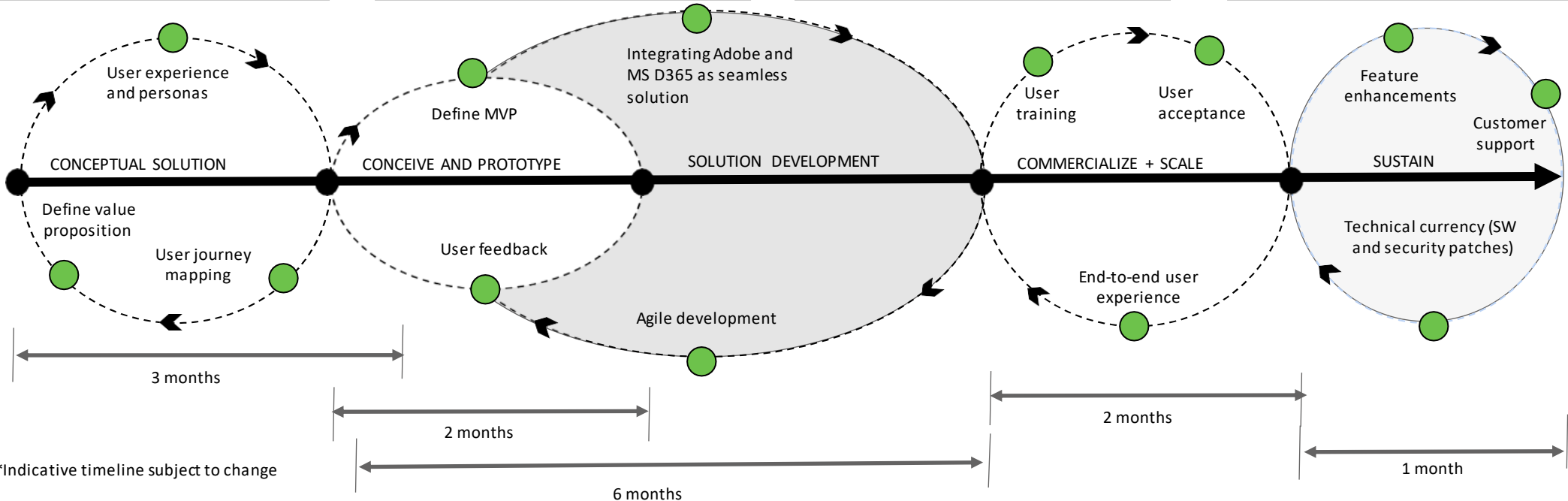
Below is an example of a proposed Microsoft D365 SaaS Application solution block highlighting transformed components and features under different Dynamics 365 modules offerings



# Long Term Approach and timeline\*

Designed to accelerate, create efficiencies, and assume accountability for success

Business objectives			
Quantify desired business outcomes and identify optimal customer experience	Co-create the future of healthcare consumer and digital experiences	Deliver comprehensive solution for desired business outcomes	Enable organizational goals through customer-centric digital transformation
Delivered by our digital workforce solution			
<b>Discovery</b> Business priorities, KPIs, stakeholder requirements	<b>Solution design</b> Business process alignment to attain unified experience	<b>Enablement + scaling</b> Full solution delivery	<b>Transform</b> User adoption + business enablement

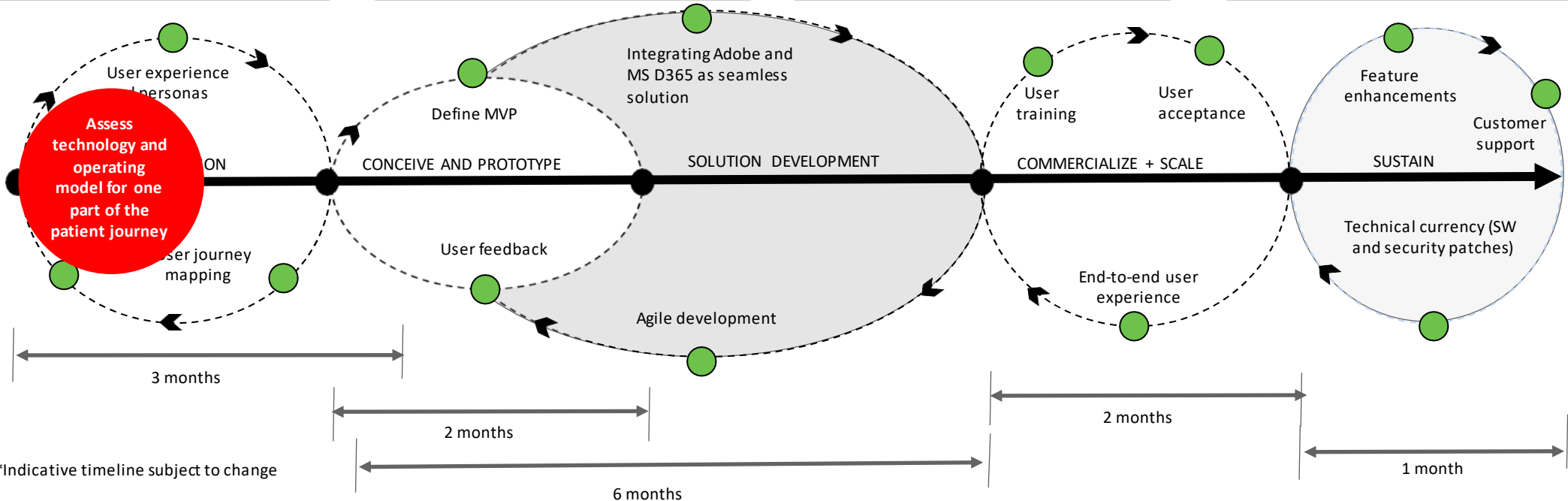


\*Indicative timeline subject to change

# We begin with a 4-8 week assessment

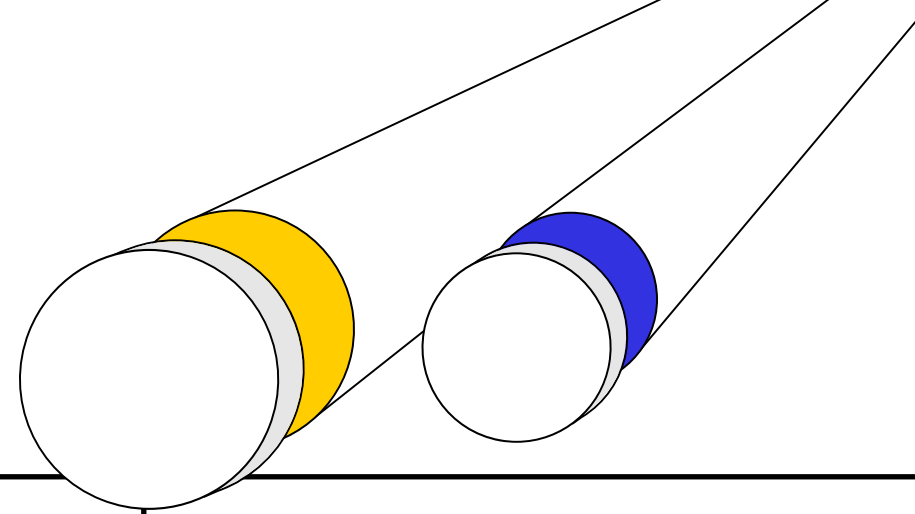
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# Where do we start?



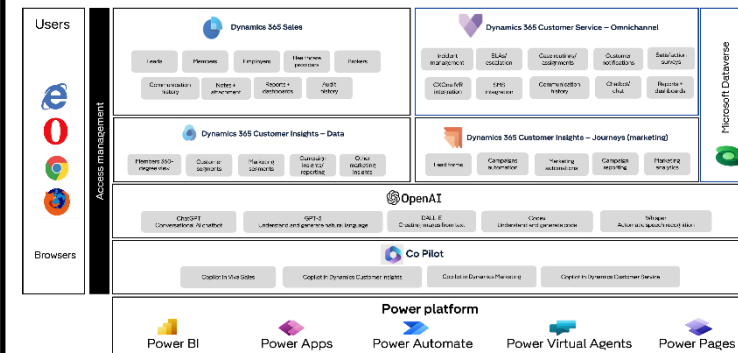
Look at the experience through the eyes of patients and members

Phases	Initial discovery	Self-service	Outreach to others	Case process	Resolution	Post-claim
<b>Customer Actions</b>	Member or caregiver researches the member's health plan options and selects a plan.	Member checks plan details, including benefits, exclusions, and network information on a website or app.	Member asks a family member or friend for help understanding the plan.	Member calls the insurer to report a claim.	Member provides information to the insurer to support the claim.	Member receives the claim payment and provides feedback on the experience.
<b>Agent Actions</b>	Agent provides initial guidance and support.	Agent provides self-service options and resources.	Agent provides outreach and support to members.	Agent provides case management and support.	Agent provides resolution and support.	Agent provides post-claim support and feedback.
<b>Experience</b>	Member researches health plan options.	Member checks plan details on a website or app.	Member asks a family member or friend for help.	Member calls the insurer to report a claim.	Member provides information to the insurer.	Member receives the claim payment.
<b>Opportunity Statement</b>	Member researches health plan options.	Member checks plan details on a website or app.	Member asks a family member or friend for help.	Member calls the insurer to report a claim.	Member provides information to the insurer.	Member receives the claim payment.

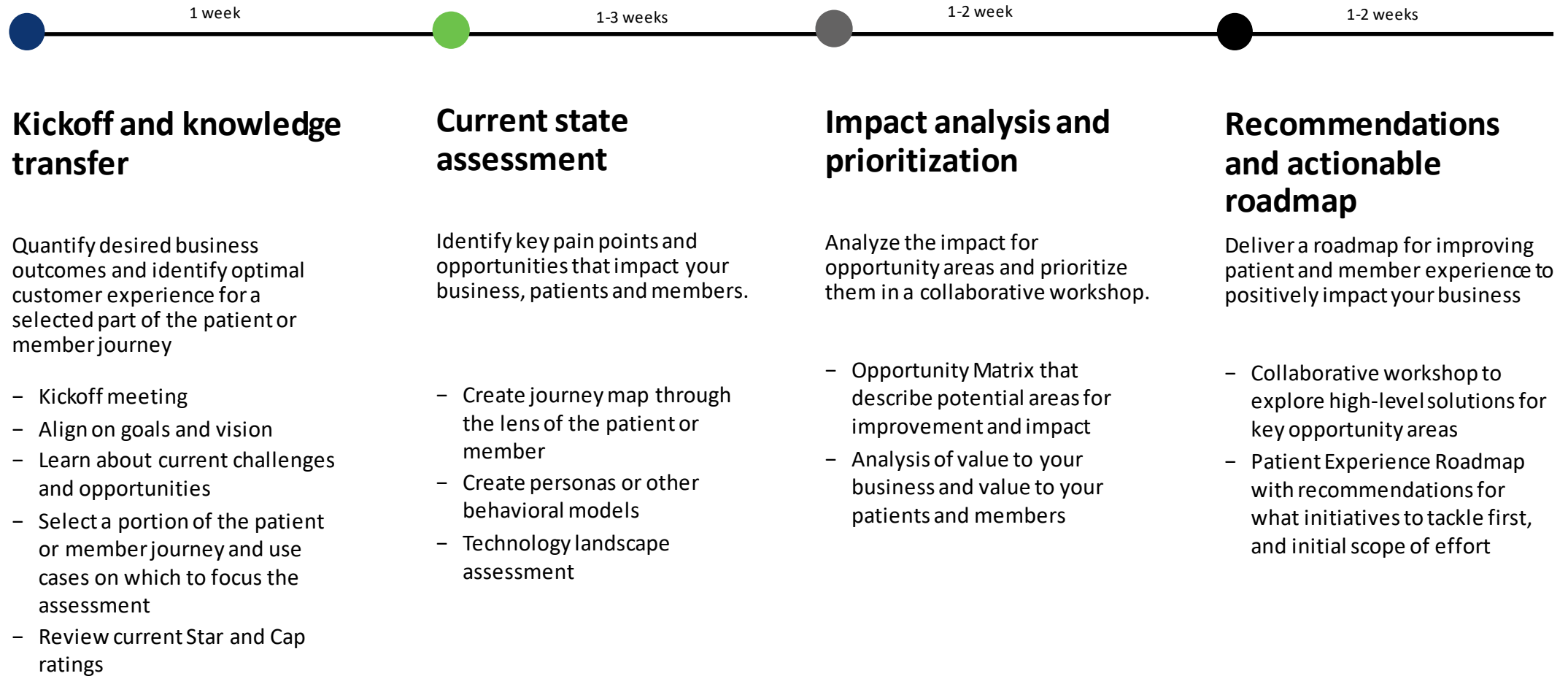
Review your operating model and infrastructure



Assess the technology that supports the digital experience



# Rapid Cycle Assessment

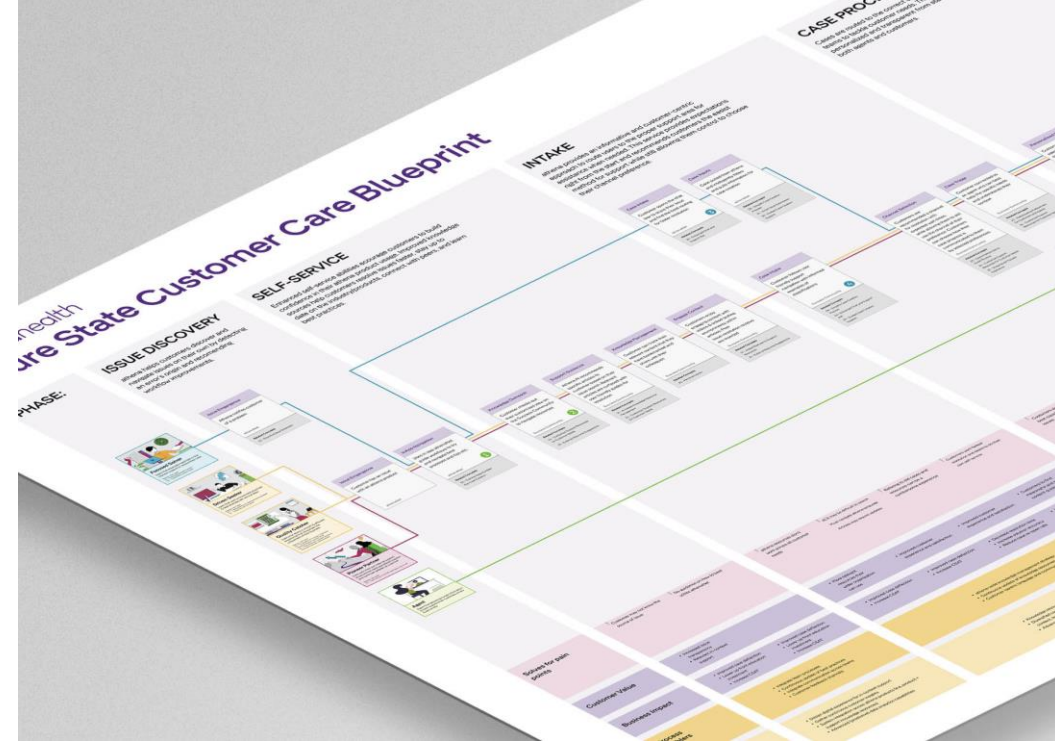


\*Indicative timeline. Actual timeline depends on the breadth and depth of selected member or patient journeys we are assessing.

# Assessment outcomes

Quick wins and mid-long-term opportunities for improving the patient and member experience:

- Journey map that shows a patient's experience through a selected part of their healthcare journey (for example, the hospital admission process)
- Pain points and moments that matter throughout the journey
- Opportunity matrix + impact and value analysis
- Collaborative Exploration Workshop to identify high-level solution approach concepts
- Technology and operating model assessment
- Patient Experience Roadmap with recommendations for what initiatives to tackle first, and initial scope



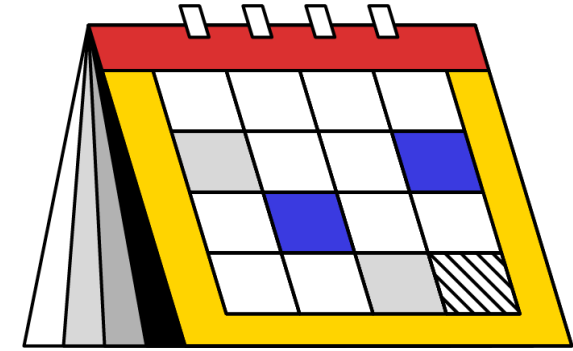
## Cost and resources estimate

**Duration:** 4-8 weeks (depending on breadth and depth of selected member/patient journey)

**Resources:** A multidisciplinary team of domain experts, service designers, and technology architects

**Cost:** TBD upon scope definition

# Next Steps



- Review current Member/Patient satisfaction data to identify potential areas for improvement and value to be realized
- Determine priority of improvement areas and who is accountable for results
- Engage in Wipro/Client workshop to determine optimal engagement approach based on prioritized requirements, budget, time and resource constraints

Thank  
you.