Healthcare Modernization Services

Empowering healthcare organizations so you can work more effectively, efficiently and strategically by adopting Microsoft technologies





Healthcare Modernization Services

Reimagine healthcare with cloud technology to help improve efficiencies, experience and equity

The healthcare industry often faces many challenges, including affordability and access to care, labor and skills shortages, the changing demands of patients, security threats, and the constant push for operational efficiency. PwC is uniquely positioned to help healthcare transform their businesses in ways that can lead to a more sustainable, profitable business and help deliver equitable care through cloud-based solutions.

- Is your organization striving for operational efficiency while helping address provider burnout and shortages?
- Is your organization trying to address the increasing costs and difficult of delivering quality patient/member care?
- Is your organization concerned about increasing sophistication and frequency of cybersecurity threats?
- Is your pharma organization seeking ways to drive the velocity of the drug development cycle?

We can bring foundational solutions to help bypass the limitations of legacy systems. With cloud native solutions, healthcare organizations can scale and pivot to market demands, changing regulations and evolving patient expectations.

50%

of practicing physicians reported burnout in 2023. While burnout fell from its all-time high in 2021, it is a persistent problem.¹

54%

of leaders say their company has implemented GenAl to some extent²

American Medical Association
PwC 2023 Emerging Technology Survey





PwC Healthcare Consulting Service Offers

Across Provider, Payer and Life Sciences/MedTech







Healthcare consulting service offers leveraging transformational capabilities across

Microsoft Cloud



Provider

Payer

Life

Tech

sciences/Med

Provider Care Management

Payer Care

Management

Intelligent Clinical

Trial Design

Contact Center Transformation

Payer Insights

Clinical

Operations

Enhancements

Electronic Health Record Modernization

Health Command

ERP+/SAP on

Center

Azure

Intelligent claims processing

Co-pilot (GenAI)

Healthcare Analytics

Clinician Copilot/Revenue

- Affordability and stars command centers
- Supply chain analytics for Pharma Life Sciences
- Operations/Facilities/Assets Footprint and Impact Analysis (ESG)



Core capabilities



Modern Work

Connectors | Copilot | Frontline Worker | M365 | SharePoint | Teams | Viva



Digital and App **Innovation**

Agile development | Emerging tech | Power Platform



Analytics & AI | Azure OpenAI | Cognitive Services | Enterprise Data Modernization | ERP+ | Synapse | Fabric | Data Governance with Purview



Business Apps

Business process design / fortify | Dynamics365 | Dynamics fit / value review Finance value assessment | Program health analysis





Infra and App Modernization

Azure DevSecOps Foundation | Application Modernization & Migration Factory | Cloud Policies & Governance | Cloud FinOps



Azure Sentinel | CASB | Defender for Cloud | M365 Security | Regulatory compliance

Healthcare Analytics that build on Microsoft capabilities

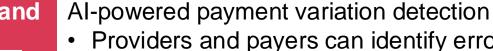




Delivering intelligent insights across sub-sectors

Solution and value

Intelligent Claims Processing and Payment Screening



 Providers and payers can identify errors in the payment stream using insights from this solution

Helping reduce overall administrative costs

Clinician Copilot / Revenue Co-pilot (GenAl)



Provide clinicians with AI-powered clinical decision support and administrative staff with AI-powered RCM capabilities

Advanced Medical Cost Analysis and Insights



Match patients to care specialists (including behavioral and social workers) to help decrease friction of healthcare so it can be reduced through a stronger relationship from the start.

Affordability and stars command centers



Tool to help monitor financial and operational performance and to improve performance through actionable recommendations

Payer Insights



Our service offering can span across front, middle and back office to help streamline corporate functions via removal and automation so it can provide actionable insights.

Operations/Facilities/Assets Footprint & Impact Analysis (ESG)

Enhance assets to help increase/decrease ESG impact using predictive models and in-silico simulations to help provide the necessary change recommendations

Case Study

PwC assisted a life sciences company transform its operations with generative Al



- PwC deployed a solution enabled by Azure OpenAl for a life sciences company that can deliver document summarization, content creation, data insights and digital assistant capabilities for thousands of employees.
- In one example, a custom HR CoPilot decreased case resolution times by 80%+.



Al: Our global partnership with Microsoft, pioneering generative Al experiences and cloud strategy enable us to help guide organizations so they can make the shift to effectively adopt generative Al.



Data Modernization: Moving data to an Azure cloud data foundation is a first step in bypassing the limitations of legacy systems. Microsoft Fabric can provide a stronger foundation for analytic capabilities, helping to drive adoption of generative AI solutions.

Payer | Our cloud and digital services built on Microsoft capabilities can help deliver holistic activation and engagement for payers

Select industry challenges

PwC capabilities and value

- Difficulty gathering and managing clinical data acquisition (medical records, labs, ADT)
- Complexity in streamlining automation for prior authorizations

Clinical Data Exchange Capabilities

- Cohesive health data capability to help serve the demand for clinical data across various primary business functions (e.g., Quality, Risk Adjustment, Claims)
- Helps prevent and automates front, middle and back-office tasks and digitizes corporate functions

- Difficulty finding and accessing accurate data to derive meaningful insights
- Lack of holistic analytics for product development guidelines

Payer Insight Capabilities

- Spans across front, middle and back office to streamline corporates functions via elimination and automation and to provide actionable insights
- Benefits can include faster time-to-value, lower and predictable costs, and cost-effective scalability

Case Study

PwC assisted a health insurer with patient access and provider directory APIs



A regional payer needed to meet CMS mandates for patient access and provider directory APIs with an aggressive five-month timeline.



PwC helped enhance their valuebased care programs, provider performance and elevated their digital presence by empowering members to manage their information across insurer's programs and applications.

Provider | Our cloud and digital services built on Microsoft capabilities can help deliver holistic activation and engagement for providers

Select industry challenges

PwC capabilities and value

 Delivering consistently highquality experience at every touchpoint

Contact Center Transformation

- Centralized consumer-driven engagement platform that can build loyalty and retains customers throughout their health journey
- Delivering whole-person care to members while enhancing medical costs

Care Management Outreach and Engagement

 Al-powered care management system that can help improve health outcomes at lower medical costs

- Disparate systems and communication channels
- Costly legacy implementations and maintenance
- On-prem risk for outage, security and single-point-of-failure
- Legacy systems create rigid processes and are unable to scale

EHR on Azure (e.g. Epic on Azure)

- Resiliency: Reduction in unplanned downtime post migration
- EHR quarterly releases can be deployed faster; infrastructure can be easily right sized for yearly growth
- Lower Total Cost of Ownership: Traditional IT tasks can be automated by 50%

Case Study

PwC helped a healthcare provider to create a seamless experience across its network



A hospital system with 300+ locations wanted to create a 360-degree view across networks to increase patient confidence, retention and loyalty.



PwC
capabilities
and
outcome

- PwC helped the provider increase customer satisfaction scores by 20%.
- Anticipated savings of 20,000+ hours/year from process and operational improvements.

Pharma and MedTech | Our cloud and digital services built on Microsoft capabilities can help deliver holistic activation and engagement for pharma and MedTech

Select industry challenges

Industry-leading examples

R&D

- Decentralized clinical trials
- Drug development acceleration
- Improved patient engagement

Commercial

Sales and marketing enablement with advanced analytics to help mprove

effectiveness

Manufacturing and Supply Chain

- Building resilient supply chains
- Improving manufacturing quality using digital technologies

Finance and HR

- Improving critical financial processes
- Improving company financial health
- Impacting employee engagement

- Enabling new models and technology for decentralized clinical trials to help drive new patient growth
- Advanced analytics for portfolio management and insightful reporting for improved vendor oversight
- Omni-channel management and analytics
- Segmentation and territory alignment analytics
- Customer 360
- Transport monitoring using IoT sensors to help proactively detect quality deviations
- Demand forecasting and inventory management
- Supply chain digital twin
- Predictive modeling capabilities for budgeting and forecasting
- Product profitability and transfer pricing
- Employee 360

Case Study

PwC helped a global pharmaceutical firm implement and integrate clinical trial data into a repository to keep R&D on pace



A lack of integrated data in the drug development portfolio impeded timely insights, with each query manually curated from internal and external systems — a time consuming and error prone process.



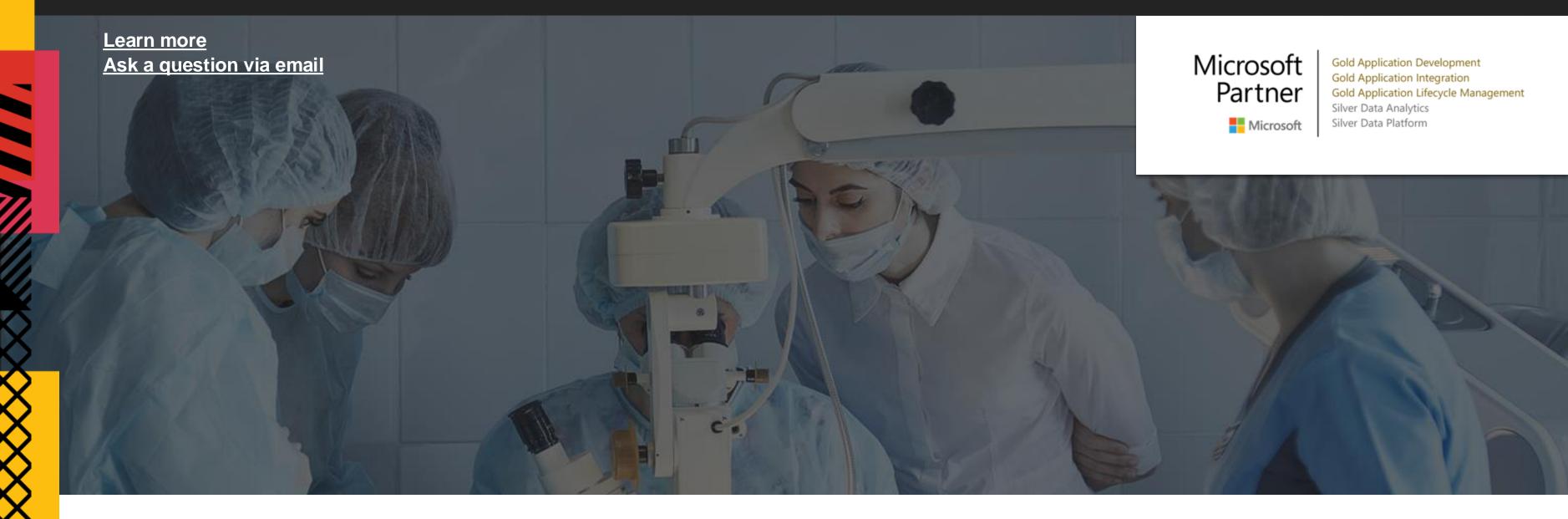
PwC capabilities and outcome

PwC and Microsoft helped Astellas

Conceptualize a single source of truth for its R&D operations. The team built an integrated data environment on the cloud, for faster data delivery and to keep the drug development pipeline on track.

Key impact:

- One month to integrate four data systems vs. nine months to integrate just one.
- 20%+ savings in curation of operational data.
- Streamlined operations and productivity. translating to an estimated\$45M of savings and efficiencies over the next 5 years.





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