

# Healthcare Modernization Services

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



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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.<sup>1</sup>

54%

of leaders say their company has implemented GenAI to some extent<sup>2</sup>

<sup>1</sup> American Medical Association

<sup>2</sup> 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

Provider Care Management

Contact Center Transformation

Electronic Health Record Modernization



### Payer

Payer Care Management

Payer Insights

Health Command Center



### Life sciences/Med Tech

Intelligent Clinical Trial Design

Clinical Operations Enhancements

ERP+/SAP on Azure

### Healthcare Analytics

- Clinician Copilot/Revenue Co-pilot (GenAI)
- Intelligent claims processing
- 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



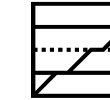
#### Digital and App Innovation

Agile development | Emerging tech | Power Platform



#### Data & AI

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



#### Security

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

<b>Intelligent Claims Processing and Payment Screening</b> 	AI-powered payment variation detection <ul style="list-style-type: none"> <li>• Providers and payers can identify errors in the payment stream using insights from this solution</li> <li>• Helping reduce overall administrative costs</li> </ul>
<b>Clinician Copilot / Revenue Co-pilot (GenAI)</b> 	Provide clinicians with AI-powered clinical decision support and administrative staff with AI-powered RCM capabilities
<b>Advanced Medical Cost Analysis and Insights</b> 	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.
<b>Affordability and stars command centers</b> 	Tool to help monitor financial and operational performance and to improve performance through actionable recommendations
<b>Payer Insights</b> 	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.
<b>Operations/Facilities/Assets Footprint &amp; Impact Analysis (ESG)</b> 	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 AI**

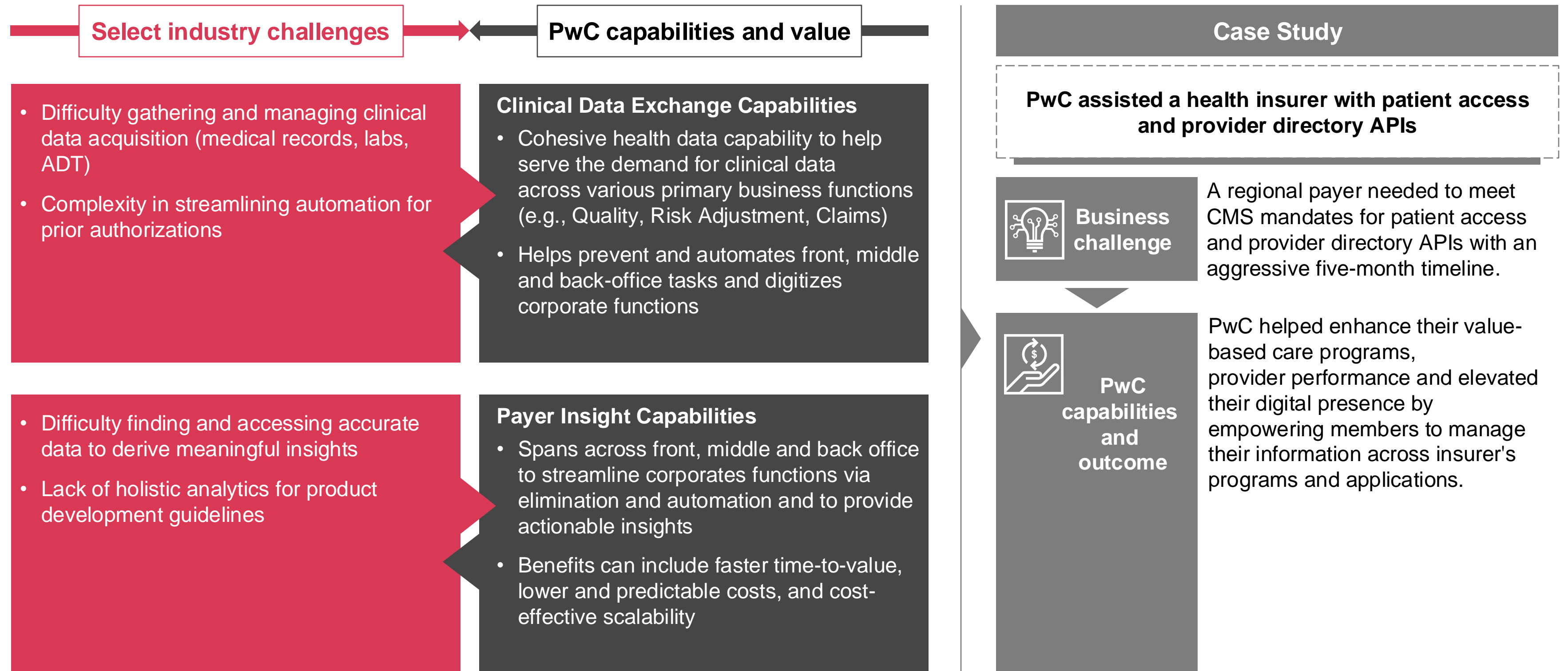


- PwC deployed a solution enabled by Azure OpenAI for a life sciences company that can deliver document summarization, content creation, data insights and digital assistant capabilities for thousands of employees.
- In one example, a custom HR CoPilot decreased case resolution times by 80%+.

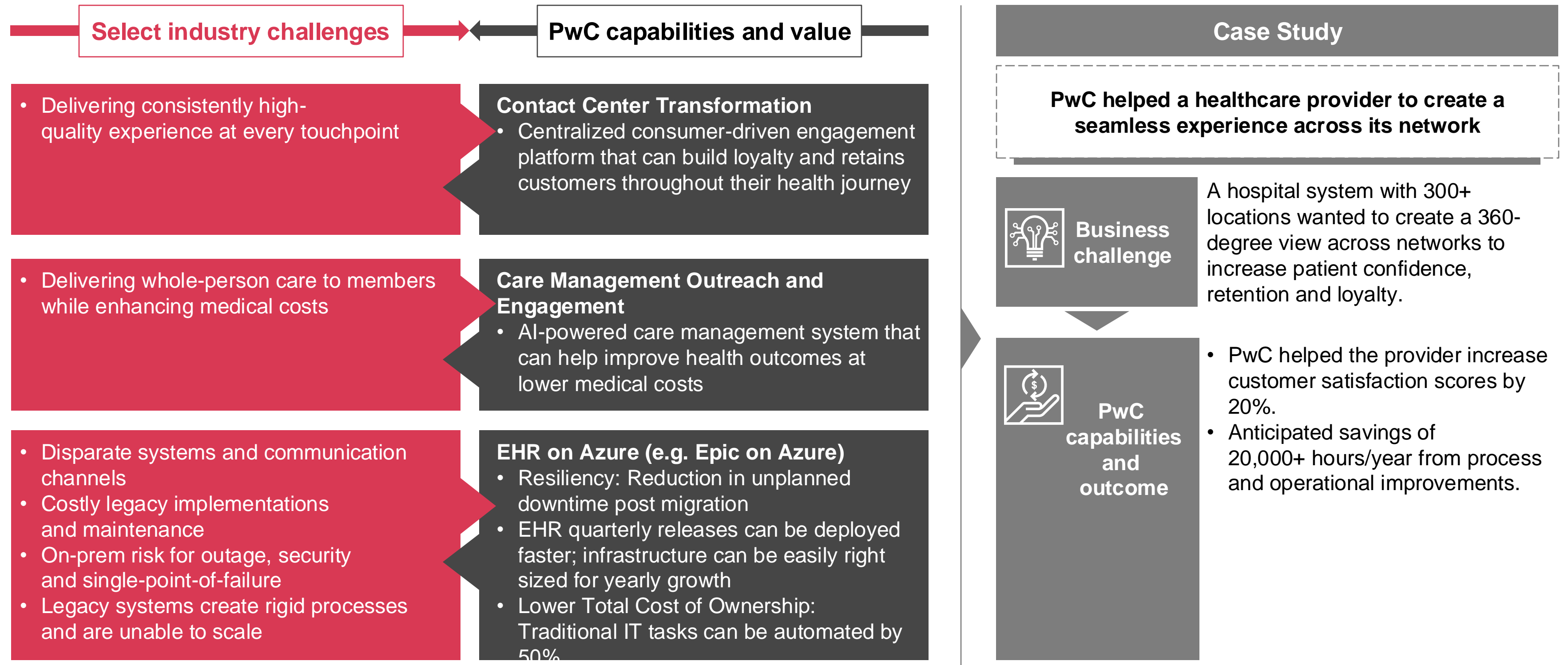
**AI:** Our global partnership with Microsoft, pioneering generative AI experiences and cloud strategy enable us to help guide organizations so they can make the shift to effectively adopt generative AI.

**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.

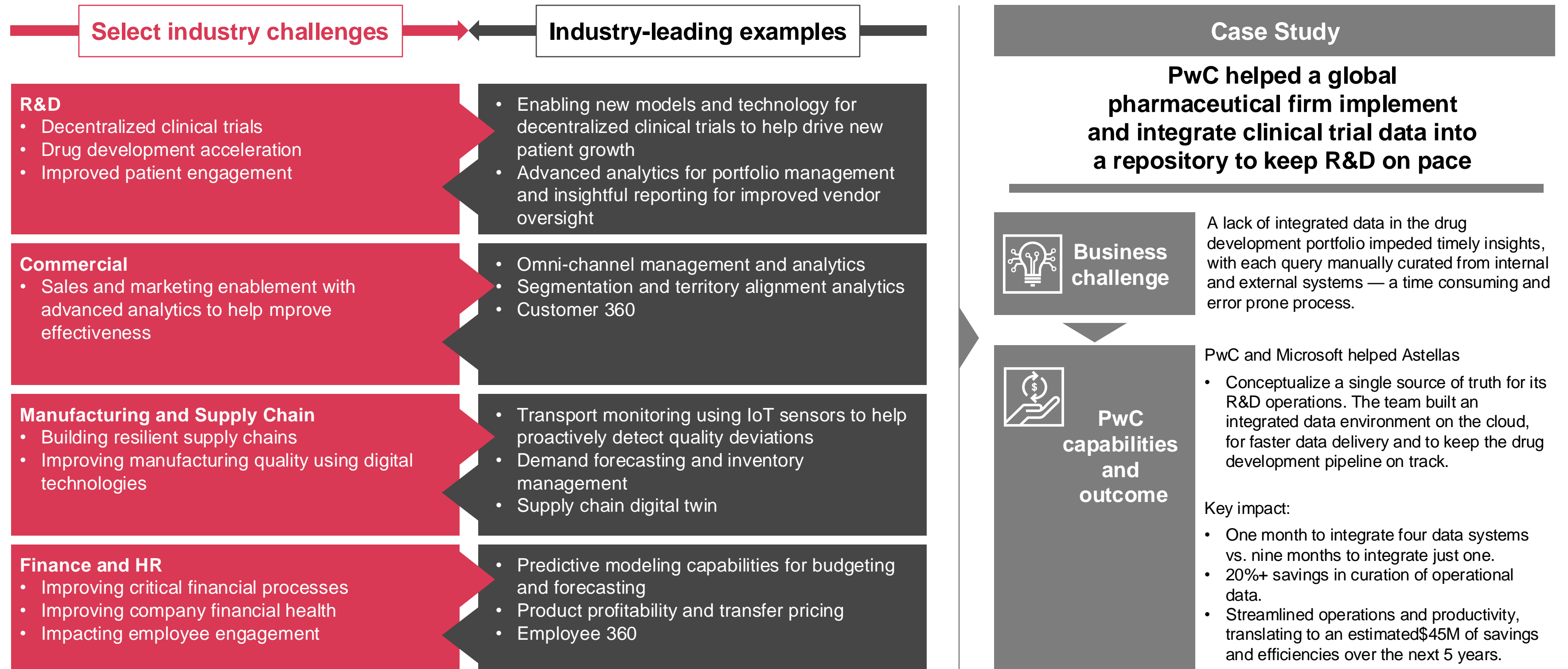
# Payer | Our cloud and digital services built on Microsoft capabilities can help deliver holistic activation and engagement for payers



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



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



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Silver Data Analytics  
Silver Data Platform



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