

Use Cases for Healthcare Payers: Care Orchestration

Identify high risk members and coordinate their care to ensure the right services are provided at the right time in the right location.

CUSTOMER PROFILE

- Large healthcare payer operating in multiple states
- Over \$10 billion in revenue, 10 million members and 15,000 employees

CHALLENGE

Difficulty coordinating outreach to high risk members and directing them to appropriate resources in a timely manner:

- Manual processes and SQL analysis required to determine which members were most at-risk; macros to create flat files to send members to each respective outreach channel.
- Processes lacked transparency and accountability; difficult to answer basic questions about outreach activity, such as:
 - Why did we reach out to this person?
 - How have we reached out to this person in the past?
 - How is this person's health trending?
 - What outreach channels have we used to reach this person?

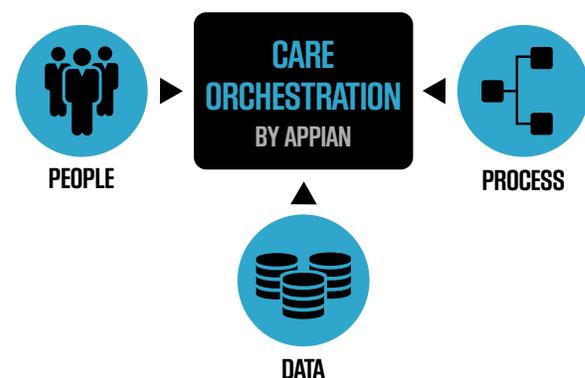
SOLUTION GOALS

- Integrate relevant data from all sources to improve care management business processes
- Prioritize outreach to high risk members from a pool of over 130 conditions
- Use business rules to determine appropriate outreach channel (direct or automated) and path for member care
- Improve patient outcomes and reduce costs

RESULTS

- Real-time view into member health and outreach history (previously took 60+ minutes)
- 48 hour reduction in updating member homepages
- One day reduction in age of open cases

Throughout the member care life cycle, the Appian digital platform integrates people, process and data to determine best path, and send guidance and information.



PRIORITIZE WHAT MEMBERS NEED

Healthcare is at a crossroads with ever-increasing competition and pricing pressure. Members want the best coverage and quality of care at the most affordable price. With Appian you can:

- Improve customer service
- Provide simplicity for members
- Unify process, data, systems, and providers, enabling a seamless member experience
- Increase Price and quality transparency
- Streamline operations
- Reduce administrative costs
- Protect personal health Information
- Automate HIPAA compliance
- Enhance and ensure security

FOCUS ON BEING THE BEST

With proven, unified technology, Appian helps overcome challenges across virtually any product, department, or organization:

- Rapid development of data-centric applications
- Real-time access to information across systems
- Process management
- Case management
- Quality and regulatory compliance
- Care management
- Group benefits
- Claims
- IT Operations
- Global security management

PREPARE FOR THE FUTURE

The future of healthcare demands greater convenience and simplicity for providers, payers, and most importantly, members.

To keep pace with the changing healthcare environment, payers must adapt to three key trends:

- The consumerization of healthcare
- The proliferation of value based care models
- The continued focus on cost reduction and patient outcomes

Appian is helping to lead digital transformation efforts that allow healthcare organizations to address these key trends. Rapidly build applications that bring together data, automate key processes and enable mobile innovation. Give members and providers access to the information they need anytime and anywhere.



Appian provides a leading low-code software development platform that enables healthcare organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com