Navigating the intricacies of healthcare plan selection demands a personalized approach that accounts for individual needs, preferences, and financial considerations.

Using our experience and leadership in the healthcare industry, we have created the GenAI assisted plan shopper solution that helps members choose from different plan options. Our solution uses Snowflake Data Cloud and Snowflake Cortex to handle large amounts of healthcare data, based on member preferences, clinical profiles, various payer sources (benefit documents, plan-specific formulary documents, provider directories, etc.) to generate personalized recommendations for each member.
Plan shopper – technical flow

Knowledge base

Enterprise data
- Plan Documents.
- Formulary Drug.
- Provider & Pharmacy details.

Streamlit application

1. Post customer query
2. Query response
3a. Query generation & extraction
   - e5-base-v2
   - Embed using e5-base
3b. Query embedding
   - Formulary/drug data from Snowflake tables
4. Semantic search
   - Most relevant content
   - Vector embeddings & metadata filtering
5. Response generation
   - Query + created prompt context + Relevant paragraph
   - Snowflake Cortex with Reka

Snowflake stage
Chunking & Metadata tagging
Vector store
Key Solution highlights:

- Automatic deciphering of user intent.
- Understanding context without explicit education.
- Maintaining chain of thought.
- Identifying synonymous/adjacent terms over and above prompt keywords (e.g., dual eligibles).

Key business benefits

**Personalized Plan Matching:** Gen AI-powered solution analyzes health profiles, preferences, and budget constraints to recommend healthcare plans to align with member’s unique needs and priorities.

**Comprehensive Coverage Evaluation:** Parsing various plan documents using Cortex LLMs, to provide detailed insights to the users to have a clear understanding of their potential benefits and limitations.

**Real-time Cost Estimation:** Using Snowpark ML for predictive modeling and historical data analysis, our solution offers real-time cost estimations for different healthcare scenarios, empowering users to make informed decisions while considering potential out-of-pocket expenses.

**Continuous Learning and Optimization:** Incorporates the user feedback and interaction data to continuously refine its recommendations, ensuring relevance and accuracy over time.