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Snowflake Cortex assisted plan shopper

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

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.

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