Solution overview

Hyper-personalize Interactions with AI

Raise the game with modernized data and AI tools. Anticipate your members' needs and take the next best actions with insights based on their own data.

Today there's no excuse for guessing at what individual members need or want: the answers are in your data. Interoperability rules are creating a new health data ecosystem and new competitors; such as third parties ready to help your members make sense of their healthcare information. How can

your organization compete? By working with Cognizant®. We'll help your organization compete by fully understanding your member and stakeholder journeys and delivering hyper-personalized interactions at each touchpoint for optimal impact.

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Supplying AI and intelligence capabilities for the modern healthcare payer

With Cognizant® TriZetto® Healthcare products, and our technology and consulting resources, we can help you change how you interact with members by unlocking individualized member insights. We built our TriZetto® Facets® and TriZetto® QNXT™ core payer platforms to help you deliver consumergrade experiences with embedded AI capabilities, including machine learning (ML) models. Here are some instances of the capabilities:

- **Anticipate member issues, needs and expectations.** Prompt a service representative to offer the specific benefit that will keep a member from leaving a plan. Enable care managers to arrange the intervention a member requires to avoid being readmitted to the hospital. Eliminate friction and expense with real-time identification and adjustment of claims that would otherwise eventually pend. **Always be prepared to make the best decisions for your business based on your own data.** Both Facets and QNXT constantly track and learn as they process transactions. Facets Insights uses claims adjustment, member retention and machine learning models to enable your organization to predict and act to preserve revenue, optimize costs and improve member and provider satisfaction.

- **Deliver better member service through improved decision making and automated actions.** Generate ID cards and welcome packets as soon as members enroll, create claims estimates based on real-time data, and automate and accelerate preauthorizations. Our core platforms **make data available in real-time to all your key applications through** event-driven architectures and a data streaming platform. Create a new data ecosystem centered on your members with our real-time data orchestration among multiple systems. It delivers the right data wherever and whenever it's required. Use that ecosystem in conjunction with ML models to identify members at risk for leaving plans or hospital readmissions and act before problems occur.

- **Win the race for talent with next-generation tools and capabilities.** Empower your users with tools designed to help them improve their daily work experience. Facets offers a highly intuitive browser-based workflow. The QNXT platform users may tap the myQNXT solution to customize the look, feel and content of their workspaces to reflect their own work styles and preferences.

Delivering data-based consumer-grade experiences

We worked with a large integrated delivery network comprised of a health plan and a major healthcare system to build personalized member offerings based on interoperability regulations. The proof-ofconcept mobile application, plus our interoperability solution and Facets platform integration, enabled plan members to check their account data, benefits and current prescription list.

For more information about how we can help you deliver superior stakeholder experiences through digitized processes and workflows, visit www.cognizant.com/trizetto.

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