



Cognizant®

Cognizant BPaaS

Succeeding in Today's Payer Market Just Became Easier

with Cognizant's Business Process-as-a-Service (BPaaS) Solution

Health plans today face many added pressures. With the shift to value-based care, evolving regulatory and compliance requirements, rising costs, and advances in technology and the way customers consume information, keeping pace with the industry can be overwhelming. You have to not only keep pace, but get out in front of the pack in order to grow your membership and keep those members healthy and satisfied.

So, how can you successfully manage daily operations while focusing on updating technology infrastructure, advancing data analytics and providing quality care programs that lead to better health outcomes... and a better bottom line?

Cognizant can help.

Cognizant's end-to-end capabilities can help you achieve business outcomes whether you are adding new lines of business or looking to evolve and scale your existing business. We can help you determine the best solutions for you to compete and succeed in the highly-competitive, evolving market. We've built the broadest suite of payer solutions that address regulatory requirements, emerging industry trends and operational improvements, and offer the most reliable, effective services in the market, including:

- Healthcare Business Consulting and Advisory Services
- Software Solutions
- Quality Solutions (Star Ratings and HEDIS)
- Healthcare Infrastructure Services

Having the right strategic partner that can support end-to-end capabilities across your business can make all the difference!

- Business Process Services
- Business Process-as-a-Service

Cognizant is committed to continuous innovation in our solution portfolio. We've built our platform-based, scalable offerings strategically, enabling our payer clients to seamlessly integrate point solutions to provide a real-time, 360° view of the member to make data-driven decisions. Our solutions combine technology innovation, passion for client satisfaction, deep healthcare industry understanding, a collaborative workforce, and business process expertise.

The Shift to "As-A-Service" Models

As the healthcare market continues to shift and evolve at record pace, many health plan executives are realizing the value of "as-a-Service" models. These efficient, cost-effective methods of administering a health plan change how businesses are investing in technology and provide the necessary operational agility to expand as the market grows.

Bringing together automation, insights, and best-in-class industry processes and platforms allows businesses to focus on creating new products, cultivating a better customer experience, and establishing a strong competitive differentiation. Given the current political climate, financial pressures, and compliance requirements that payers are now experiencing, "as-a-Service" models are the way forward.

The Value of Business Process-as-a-Service

Cognizant has established an integrated Business Process-as-a-Service (BPaaS) model that allows health plans to consume payer business services for each functional area, as per their demand, and pay for services based on membership (PMPM). Health plans can focus on core market needs, while we take full ownership and responsibility for back office and enabling functions. Health plans can create new products, focus on customer experience and have a strong competitive differentiation while addressing the pressures of both Medical Loss.

That experience and expertise, coupled with our pre-configured IT landscape, standardized processes and government-specific technology (based on the Facets™ Enterprise Core Administration Platform), enables health plans to handle accelerated growth while reducing capital spend on regulation and technology modernization through:

- Global and Regional Scale
- Platform-based Services
- SLA-based Outcomes
- Subscription-based Pricing
- Stringent Compliance Coverage

The BPaaS model enables Cognizant to manage overall operations and technology services, which allows the health plan to focus on core strategy and business.

Business Operations

- Membership & Configuration
- Claims
- Contact Center
- Appeals & Grievances
- Medical Management
- Provider Management

Technology Services

- IT Services & Infrastructure
- Platform Strategy
- Product Development
- Go-To-Market
- Hosting
- Infrastructure Assets

Our Business Process-as-a-Service (BPaaS) Model for Plan Administration Provides:



Accelerated Implementation Time through Standardization (Pre-configured Base Solution and Program Playbook)



End-to-End Capabilities for Complete Plan Administration



Cost Containment through Fixed PMPM Based on Membership



Compliant Delivery Model with Integrated Compliance Oversight and Management

Take the Next Step

To learn more about Cognizant's payer solutions and our BPaaS model, visit www.cognizant.com.

About Cognizant

Cognizant's Healthcare Business Unit works with healthcare organizations to provide collaborative, innovative solutions that address the industry's most pressing IT and business challenges—from rethinking new business models, to optimizing operations and enabling technology innovation. A global leader in healthcare, our industry-specific services and solutions support leading payers, providers and pharmacy benefit managers worldwide. For more information, visit www.cognizant.com/healthcare.

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