Healthcare consumers today are more engaged and empowered than ever before. Social, mobile and in-home self monitoring tools now enable health consumers to manage their health conditions and receive advice, support and care without leaving home. Healthcare organizations that integrate these Connected Health trends into their practices, processes and workflows can offer patients better care and greater satisfaction while reducing the cost of care.

A Comprehensive Approach to Connected Health
Cognizant can help your organization address its Connected Health opportunities, from strategic issues to implementation of specific technologies. Our healthcare industry and technology experience and expertise span these key areas:

Consulting. Gain the insights you need for effective Connected Health strategies. Our consulting offerings include:

- How to leverage gamification to improve awareness, compliance and patient satisfaction.
- Business case development.
- Gap assessment services.
- Strategy and technology roadmaps.

Solutions. Seize immediate Connected Health opportunities with our solutions for:

- Chronic care management, including mobile apps, engagement strategies and coaching.
- Lifestyle management, creating a relationship with every member and providing a channel to resolve questions and concerns outside the ER/hospital.
- Integrating with all biometric devices by supporting a Bring Your Own Healthcare Device (BYOhD) strategy.
- Remote nursing care to support effective patient health management.

Implementation. Ensure your organization’s Connected Health initiatives are powered by today’s social-mobile-analytics-cloud (SMAC) Stack infrastructure. Our experts help your organization with:

- SMAC application development and maintenance.
- Hosting and maintenance of Connected Health initiatives.
Reduced medical spending, effective population health management and high value, personalized services can be achieved through direct member engagement. Engaging and influencing members are the cornerstones of Cognizant’s Chronic and Wellness Member Engagement solution.

**Shaping Patient Behavior.** Our solution enables your organization to influence patient behavior by enhancing their self-management power with BYOhD technologies and a comprehensive platform that integrates BYOhD data and applies it across gamification mechanics analytics and multiple channels to engage and support members’ health improvement efforts.

Cognizant’s comprehensive solution enables your organization to:

- Gather a wealth of medical data previously unavailable to most payer organizations from your participating members. Our platform supports a wide array of home and remote medical and monitoring devices as well as mobile apps so patients may use the devices of their choice.
- Improve medical adherence and health literacy with our gamification engine and game mechanics that increase patient engagement with daily health tips, videos, challenges, real-time feedback with a virtual coach and more.
- Identify members at high risk for disease progression or costly hospital admissions/readmissions. Our platform’s powerful analytics identify patients with poor medical adherence, abnormal readings and not meeting personal goals.
- Offer appropriate, personalized interventions to patients. Our platform supports live and virtual coaching via multiple channels, including mobile, web portals, telehealth, and phone. It also offers trigger-driven automatic alerts and virtual coaching, such as sending texts or calling diabetes patients when a blood sugar reading is low and messaging well patients with tips and articles relevant to their BYOhD data.
Chronic and Wellness Engagement

**Situation:** A nationally known health plan established a connected health pilot to directly engage members with chronic conditions to improve their medical adherence, health literacy and satisfaction. The objective was to offer a strongly customer-centric program that would engage patients on a daily basis.

**Key Challenges:** The client was in the early stages of shifting to consumer-centric processes and support and needed to manage how new workflows relating to daily patient engagement would integrate with or supplant existing processes. It had no internal expertise or computing platforms to support using games mechanics, analytics and multiple channels to connect with patients.

**Cognizant’s Solution:** We combined our consulting, solutions and implementation abilities to first deliver a complete strategy and roadmap for realizing the client’s consumer-centric business and IT vision. Then Cognizant developed and implemented the pilot program, collecting data and providing analytics insights to help the client proactively identify and engage higher risk patients. Game mechanics, self monitoring and virtual coaching reached patients via the channels they choose to provide timely, personalized, effective interventions.
Partner with Cognizant to Deliver Powerful Connected Health Solutions

Cognizant can help you connect with the consumers you serve to create powerful new ways of delivering health more effectively. For more information contact inquiry@Cognizant.com or visit www.cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.