

# Cognizant Claims Ignite Workshop

Cognizant's Claims Ignite Workshop is an engaging and interactive, working session conducted with claim executives, IT and Cognizant SMEs. It combines facilitated discussion on emerging trends, playtime with toys and roundtable discussion to explore the art of the possible. This 'workshop-in-a-box' event can be easily mobilized and conducted at client locations.

## Session objectives include:

- Introduce emerging technologies and claims use cases
- Gain alignment to opportunities for improvement
- Explore claim handling art of the possible
- Gain alignment to near and long term action items

## RECOMMENDED APPROACH



1

### Facilitated Discussion - What's Changing & Challenging

- Promote discussion and dialogue of the art of the possible and challenges facing claim executives
- Introduce emerging technologies and claims use cases



2

### 'Play with Toys'

- Introduction to how emerging technologies (e.g., robotics, AI) are being leveraged across claims
- Interactive session where participants can play with demos, and view videos and use cases for many claim value chain point solutions



3

### Future State Roundtable & Action Items

- Align to short, mid and long term priorities
- Explore speed to market options (e.g., rapid prototyping, SaaS, PaaS)
- Formalize action items

Recommended attendees: LOB claim executives, Shared services claim executives (e.g., Claim Operations, Recovery) , Claims IT , approximately 10 - 12 clients total

## FACILITATED DISCUSSION

The workshop is kicked off with a facilitated discussion on emerging trends and technologies in the claims arena. Participants engage in discussions of “What’s Changing” and “What’s Challenging”, such as:



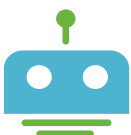
### INTELLIGENT DATA EXTRACTION

- Early generations placed limitations on how Optical Character Recognition (OCR) could be extended to claim handling.
- Advancements in data assimilation technologies combined with standardization of forms (e.g., ACORD, UB40) provides greater opportunity for automated claims document processing.



### ARTIFICIAL INTELLIGENCE

- Having proven itself in asset and wealth management, advanced Natural Language Generation (NLG), a subfield of artificial intelligence, is poised to move into claims handling.
- Opportunity to produce claim summary and trend analysis reports at a portfolio or client level

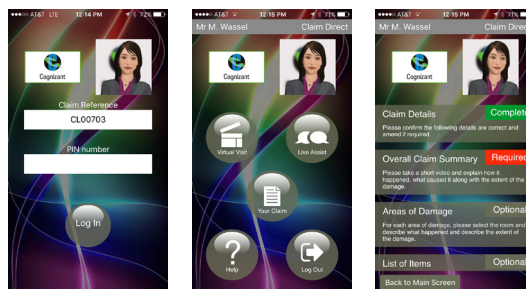
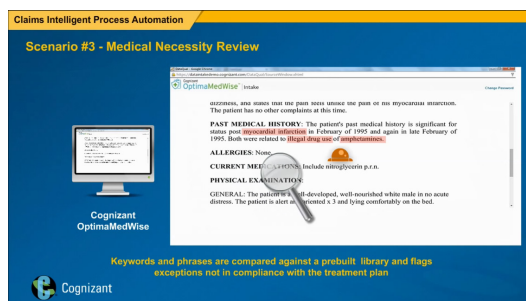


### SMART ROBOTICS

- Intelligent Process Automation mimics the user in automating repeatable rules-based tasks, and transferring data across multiple systems.
- Partner claims professionals with Robos to prepare files for WC EDI reporting, process forms and letters...

## PLAY WITH TOYS

Cognizant invests heavily in innovation and partners with world-class organizations to expand our service offering and provide clients preconfigured solutions to accelerate claims performance improvement. Demos and videos are available for many solutions. Session participants are invited to play with solutions of interest, presented alongside claims use cases.



## FUTURE STATE ROUNDTABLE & ACTION ITEMS

Discussion and dialogue of claims future state and solutions of interest

- Align to short, mid and long term priorities
- Explore speed to market options:
  - Rapid prototyping labs
  - INCatalyst hosted proof of concepts
  - Next generation architecture - SaaS & PaaS
  - Continuous development
  - Empower the innovator
- Automation and BPS
- Formalize action items