
AWS
re:Invent
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Reimagining clinical engagement using Amazon Connect

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Think about
the greatest customer service
experience you have ever had

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Were you thinking of your Health Insurance?

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Meet Katie

- Katie is 63, grandmother of two toddlers, and loves hiking
- Following a tendon tear, Katie's doctor determined that she needs surgery
- Katie is *anxious* about her procedure
- Katie is *frustrated* due to unavailability of pertinent educational information
- Katie is *surprised* when a Clinician calls her about care program enrollment



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Katie’s Journey Navigating a Complex Healthcare Ecosystem



GETTING THE NEWS

- Katie is **TERRIFIED** that she needs to get surgery
- **CONFUSED** about selecting the ‘right’ Surgeon and needs **HELP**

A SPECTRUM OF EMOTIONS

- Katie is **CONCERNED** whether she will be able to hike again
- **FRUSTRATED** by the lack of relevant information about what is going to happen
- **IRRITATED** by her Health Plan's lack of transparency.

UNDERGOING THE SURGERY

- Katie is **RELIEVED** her procedure is approved
- **OVERWHELMED** by the post discharge instructions
- **PANICS** when she can’t make sense of her medications

THE ’SURPRISE’ CALL

- Katie arrives home, **TIRED AND IRRITATED**
- …and is **SURPRISED** by the unexpected Clinician outreach
- She is **SKEPTICAL** and **DOESN’T TRUST** the ‘free program’ will help her
- She **OPTS-OUT** of the program recommended by the Clinician

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“Sometimes it’s easier to just avoid healthcare… and only deal with it when you absolutely need it”

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Healthcare Consumers are demanding a Superior, Personalized Experience

96%

of U.S. consumers say that healthcare industry has lessons to learn about engagement from other consumer-facing industries[2]

~60%

of U.S. consumers expect their healthcare digital customer experience (DCX) to be similar to retail[1]

Absence of Personalized engagement has resulted in



Delayed Clinical interventions

27% of healthcare spend is avoidable



Low Follow-Through

Disengaged Members are **2.2x** more likely to not follow treatment protocols



Disparity in Healthcare

Black Americans are **2x** more likely to LACK ACCESS to digital health technologies

By 2030, it will be too late...

80 million
Medicare Beneficiaries

>100,000
Shortfall of Physicians

$6.8 trillion
Health Spending

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Source: 1. NTT data; 2. NEJM Catalyst

Personalized engagement has been discussed for a long time but its ability to drive Clinical outcomes has **not been realized at scale**

PAIN POINTS


Frustrating IVR options


Phone-tag with Agents


Long hold times


No Humanization


Limited Communication channels


No Context Sharing


Inconvenient Interaction Scheduling

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Elevance Health℠

We serve people at every stage of health and address their full range of needs with an integrated **whole-health** approach



~120 million lives served at every stage of health



~100,000 associates, clinicians, and nurses

OUR STRATEGY

- Whole Health
- Exceptional Experiences
- Aligned Organization
- Digital Health Platform

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Changing how we engage with members from a fragmented, manual, and reactive approach to…



Member First



Connected Experience



Humanized (n=1)



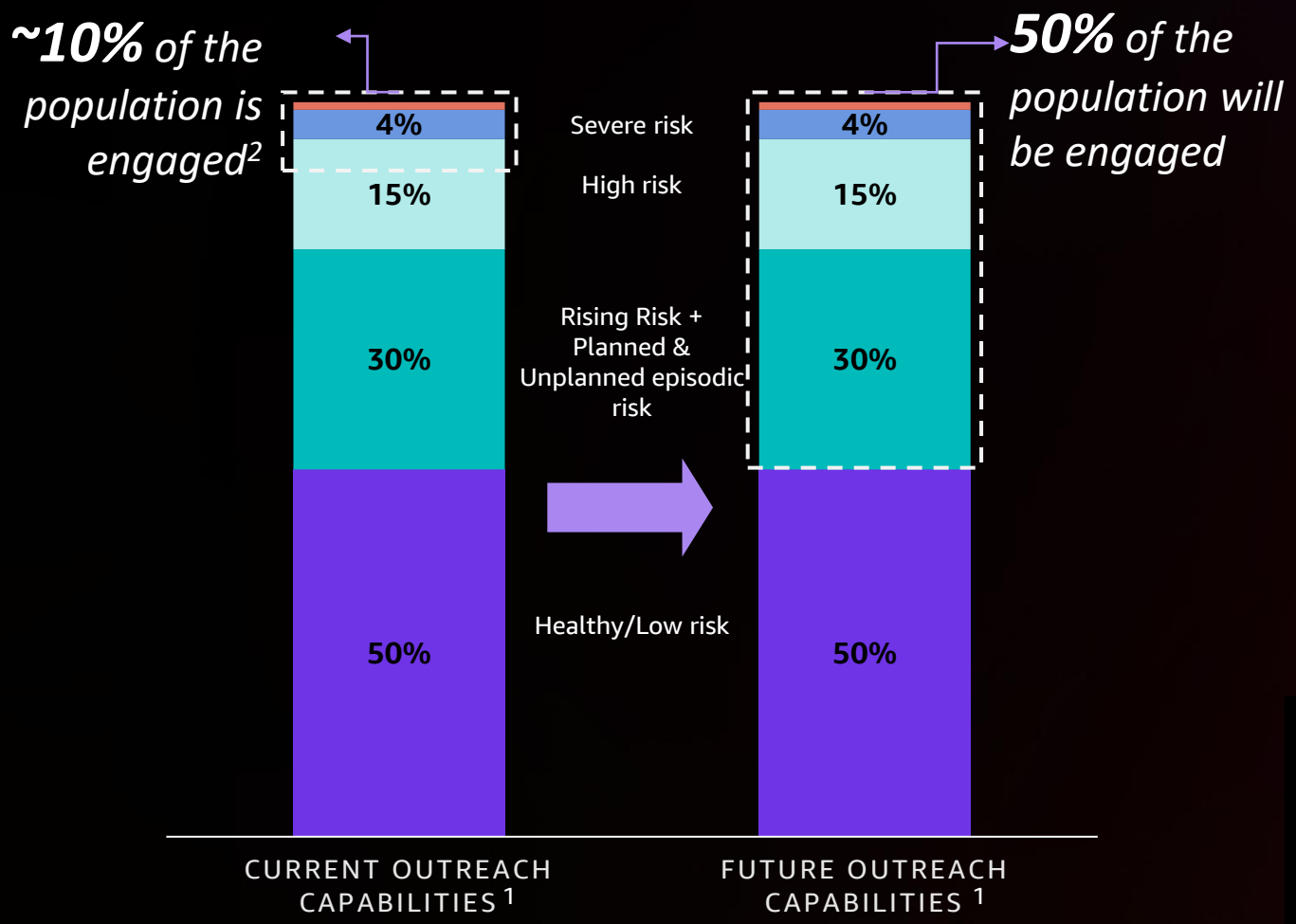
Behavior Science Driven

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The Opportunity

Traditional Care Management approach **leaves 90% or more "potential value"** on the table due to limited ability to engage member population identified for Care Management[1]



Current enrollment costs average **$910 per Member** Enrollment[3] with an addressable population of ~10%

Increasing enrollment and engagement to ~50% of the population without changes to technology will incur an unsustainable **5x** costs

Opportunity to **engage with 5x more members** through **digital** and **self-service capabilities** while leveraging a humanized **high touch engagement**

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Source: 1. Kaiser Family foundation analysis of medical expenditure panel survey (2015); 2. Existing Ops411 reports; 3. ABX Survey (Respondents with 50%+ Time Working CCM Cases in the Commercial market)

Re-imagine Clinical Operations

PERSONALIZED ENGAGEMENT WITH MEMBERS IN THE MOMENTS THAT MATTER

ENGAGEMENT INTELLIGENCE

Use behavioral and data science to create personalized and humanize content and conversation for every unique member

AMBIENT INTELLIGENCE

Enable associates to focus on member health and reduce the need for admin & mundane tasks on the platform

OPERATIONAL INTELLIGENCE

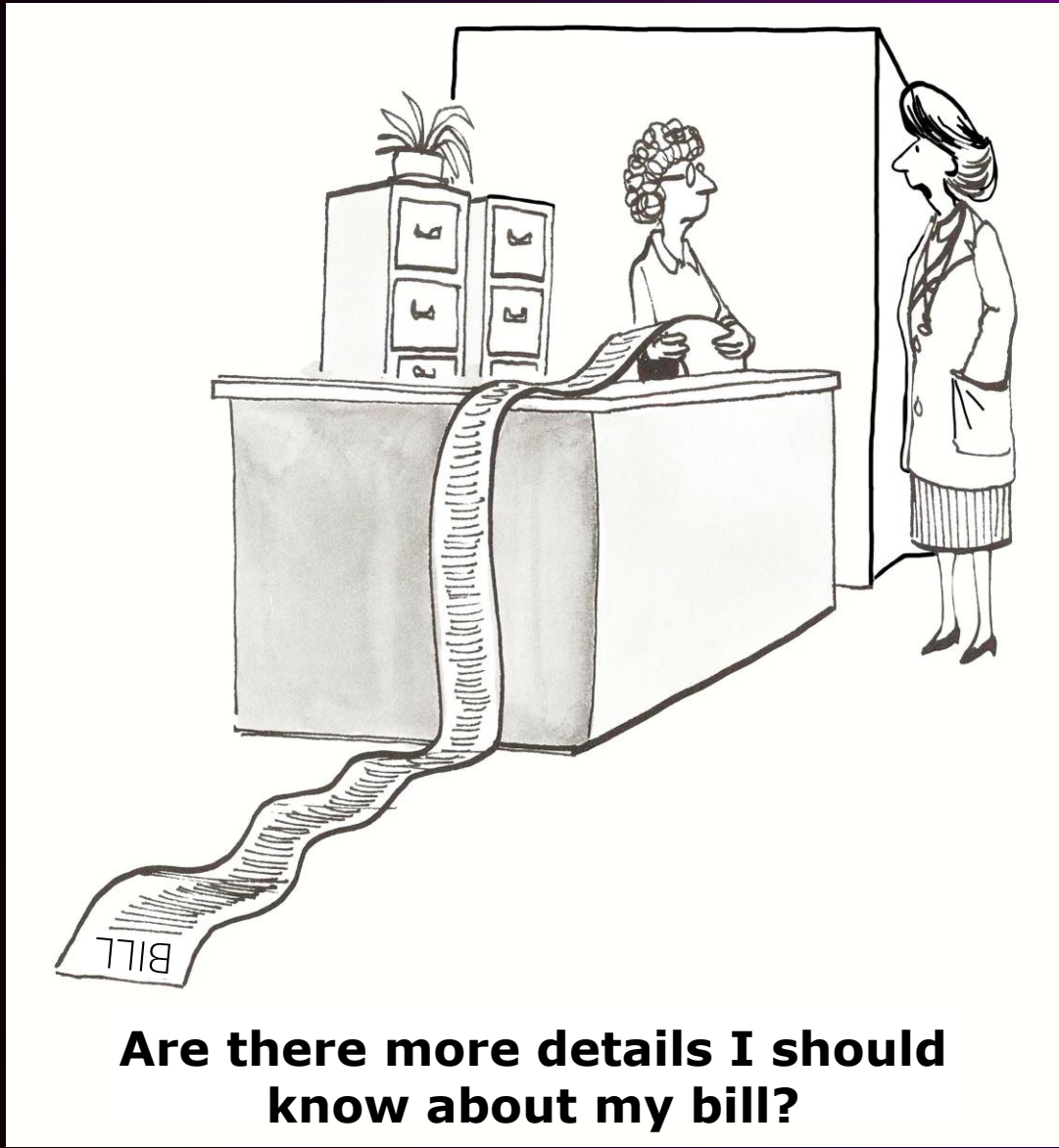
End to end operations optimization suite with enhanced insights for Ops leaders in clinical operations & services



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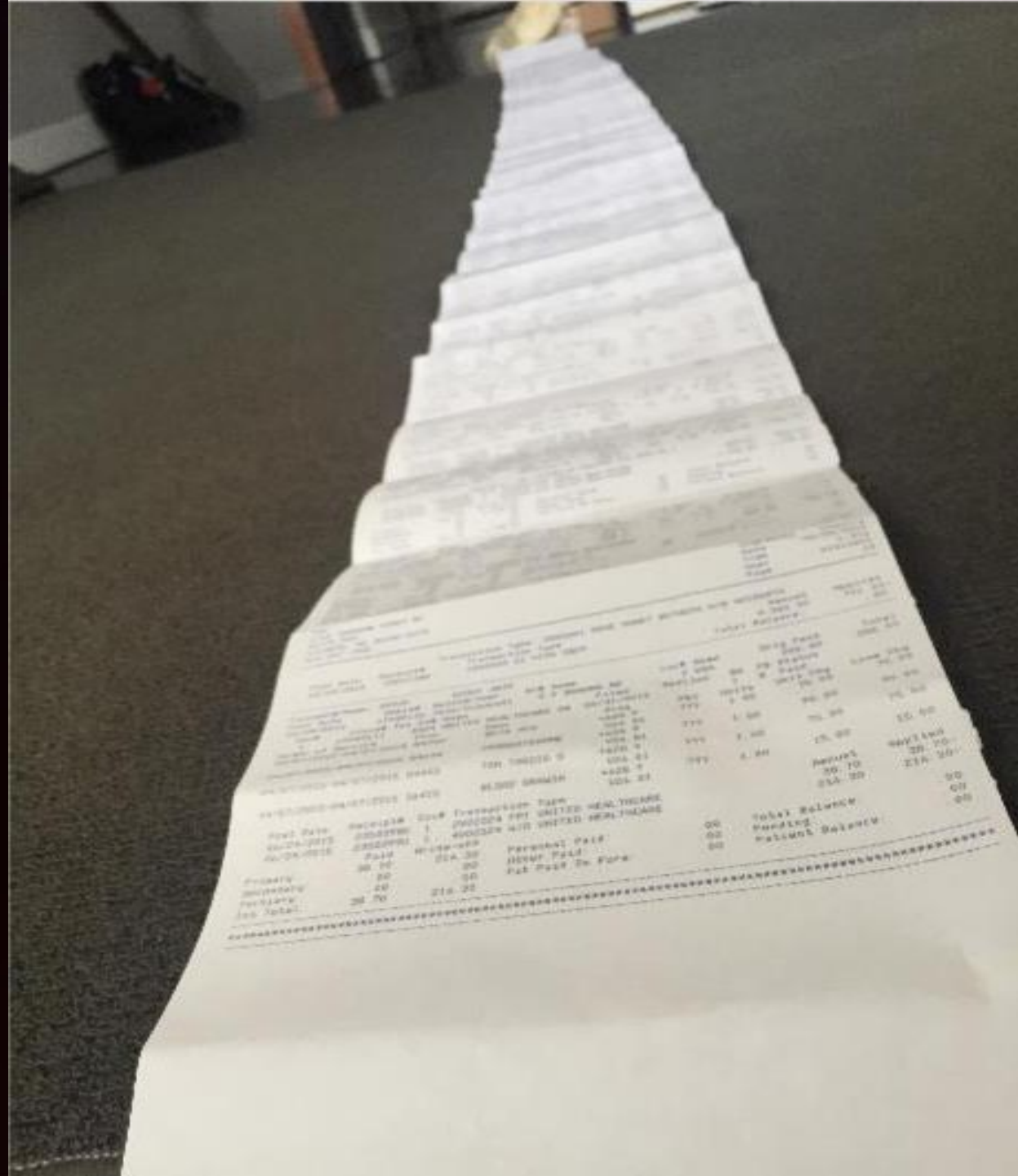
- 16+ years in the healthcare industry
- Provider experience, clinical operations, core admin, service experience
- Improving healthcare outcomes, while reducing healthcare costs



Are there more details I should know about my bill?

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An actual hospital bill for my wife



Vision

FROM...		... TO
Transactional service relationships with consumers and providers	>	**Human n-of-1 interactions** focused on supporting healthcare consumers
High-touch manual efforts to support consumer and provider inquiries	>	Frictionless, **digital-first and self-service** experiences for all consumers
Inconsistent data across various channels of engagement	>	Intuitive and easy to use access to an accurate **whole-health view** across any experience
Fragmented platforms and siloed operations	>	Seamless, unified, and **connected platform** across consumers, providers, and associates
Late responses received after the moment of need	>	**Timely, predictive, and proactive** support from associates to meet evolving consumer needs
Lack of coordinated care between siloed providers and the extended care network	>	**Insight-driven consumer engagement** and automated workflows across all experiences

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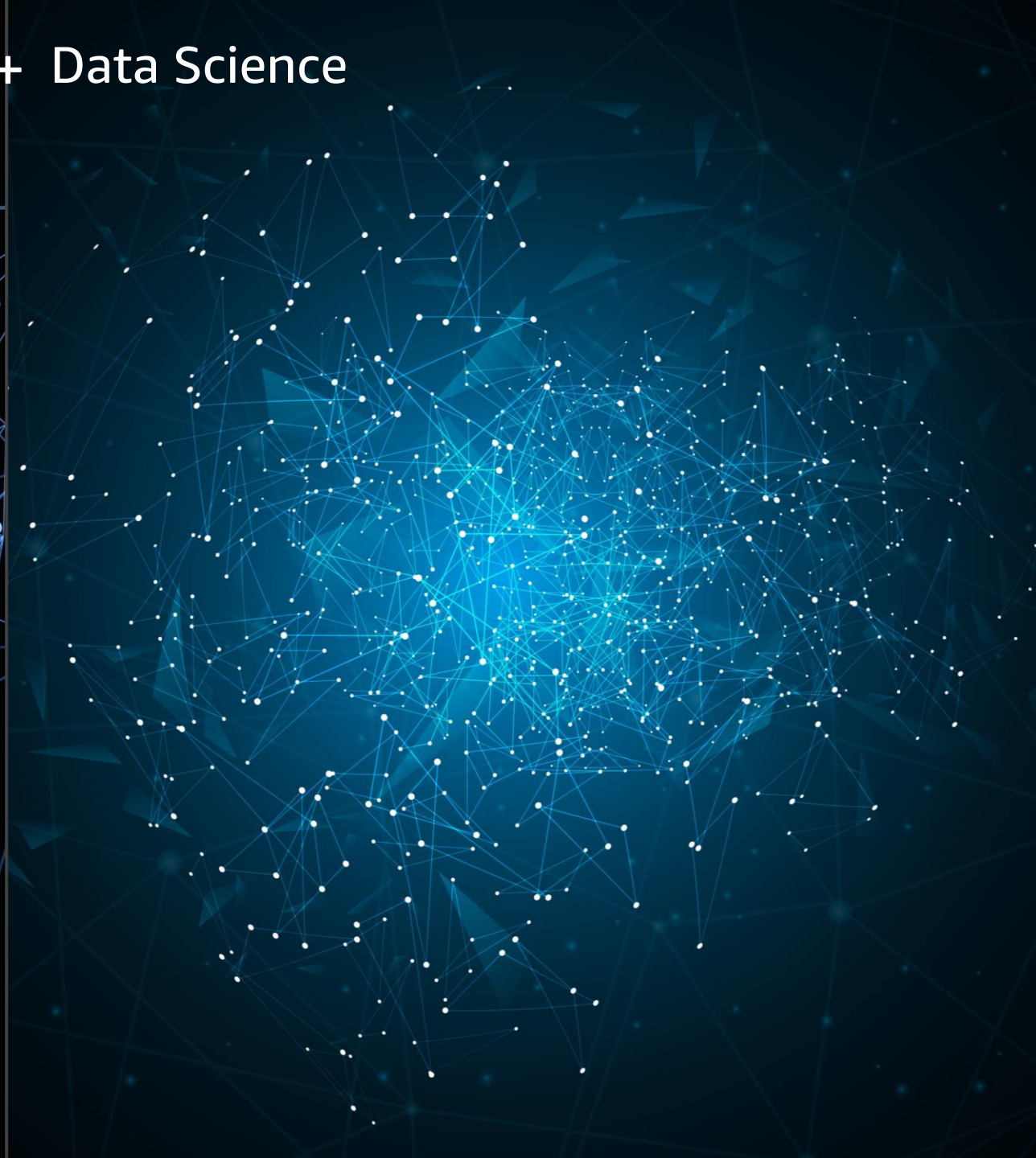


Transaction Based Experiences

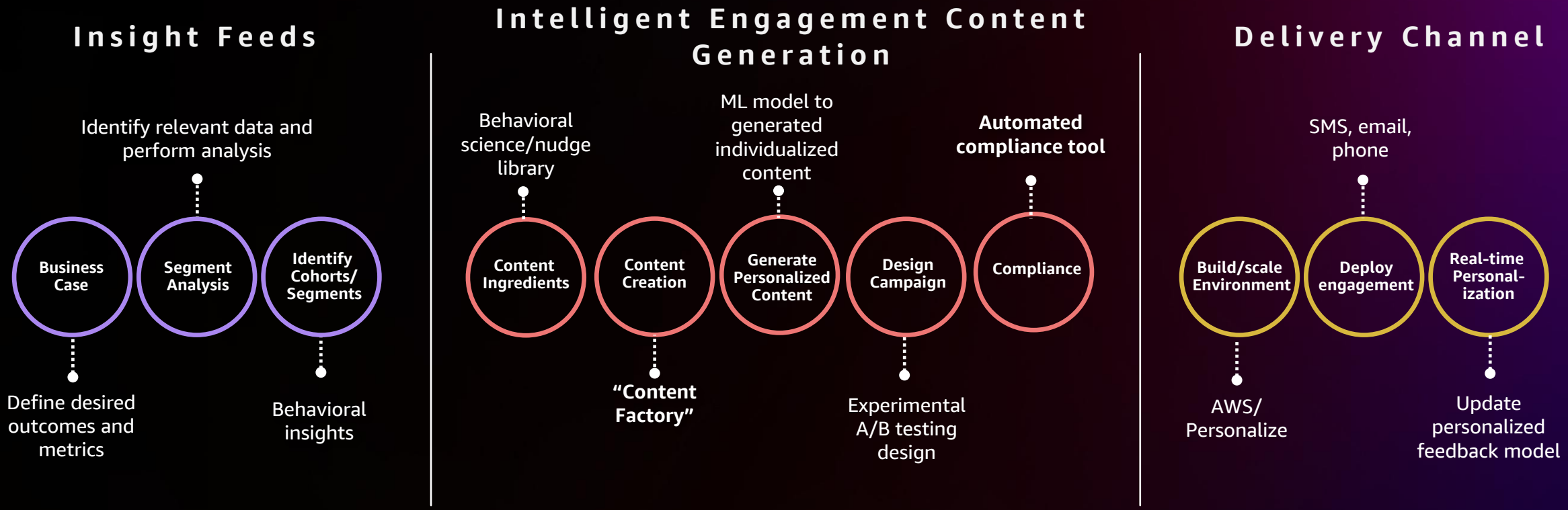
What are we changing?

Behavioral Science + Data Science





A platform that understands each member uniquely and knows what to say next, and when and how to motivate



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Initial results of engagement pilots

Category	Wave 1	Wave 2	Cumulative *N*	Cumulative %
Members Successfully Contacted	353	837	**1190**	-
Members who Engaged (replied at least once)	161	277	**438**	**37% of contacted**
Members Opting-in to SMS Campaign	55	138	**193**	**16% of contacted**
Members Verifying Birthyear	33	90	**123**	**64% of opt-in**
Members Intending to Enroll	8	23	**31**	**16% of opt-in 25% of YOB verify**

This level of engagement is currently achieved by a full time clinician working full time for 4 months!

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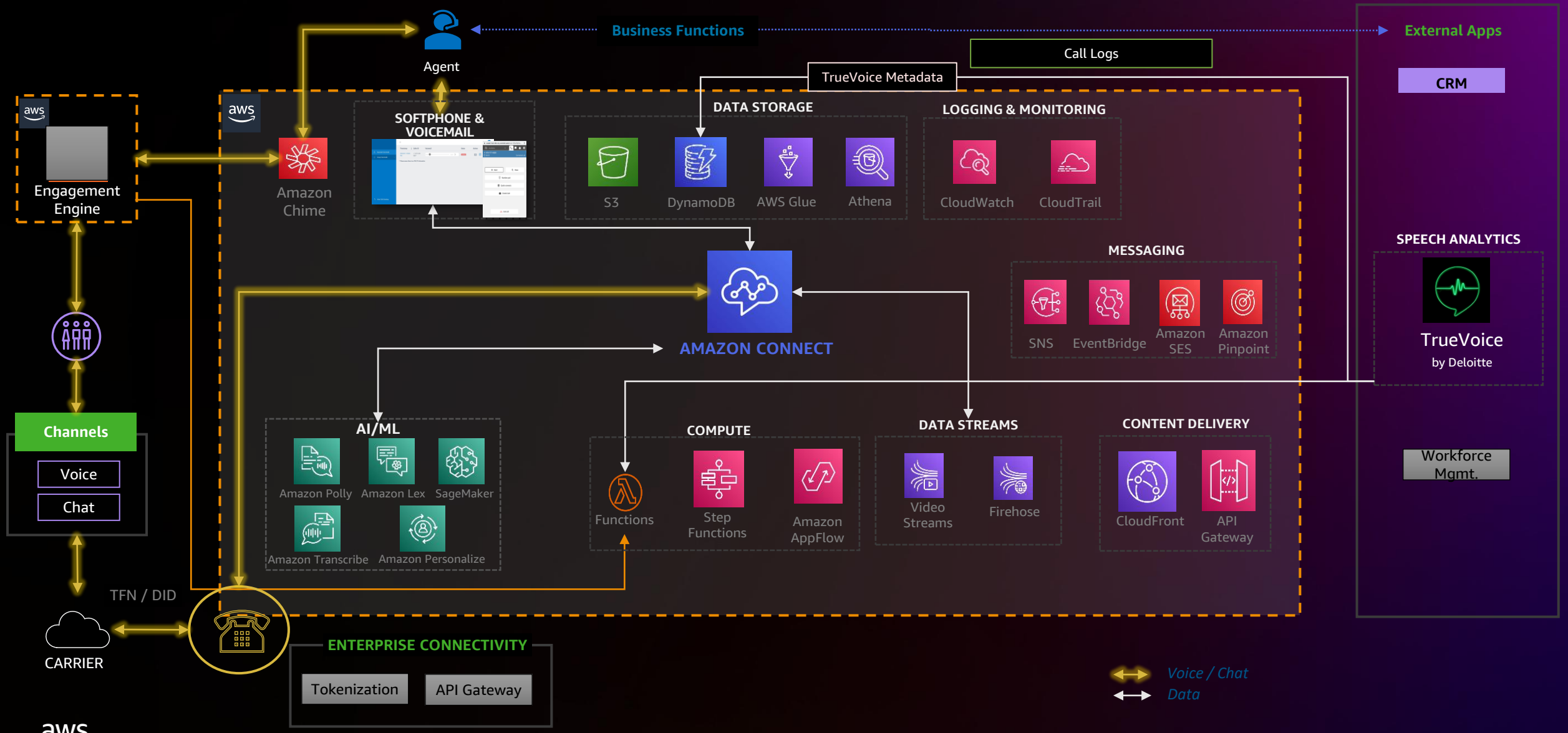
making healthcare addictive



Bringing it to life with AWS

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Built on a robust AWS platform



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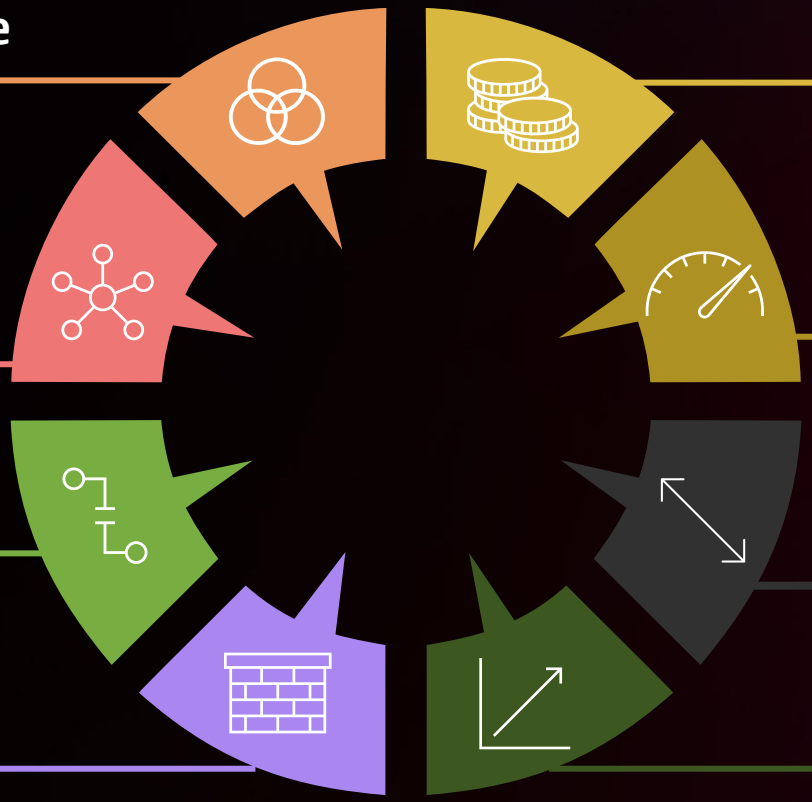
Tech stack guiding principles

Cloud Managed Infrastructure

Leverage Native Ecosystem

Loosely-Coupled and Modular

Well Architected



Usage Based Payment Model

Automation First

Human Centric Design and CX

Extensibility for Future Growth

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What’s possible now?

Personalized Engagement

Voice Analytics and Actionable Insights

Dynamic CRM Integration

Ambient Intelligence Hub

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Personalized engagement

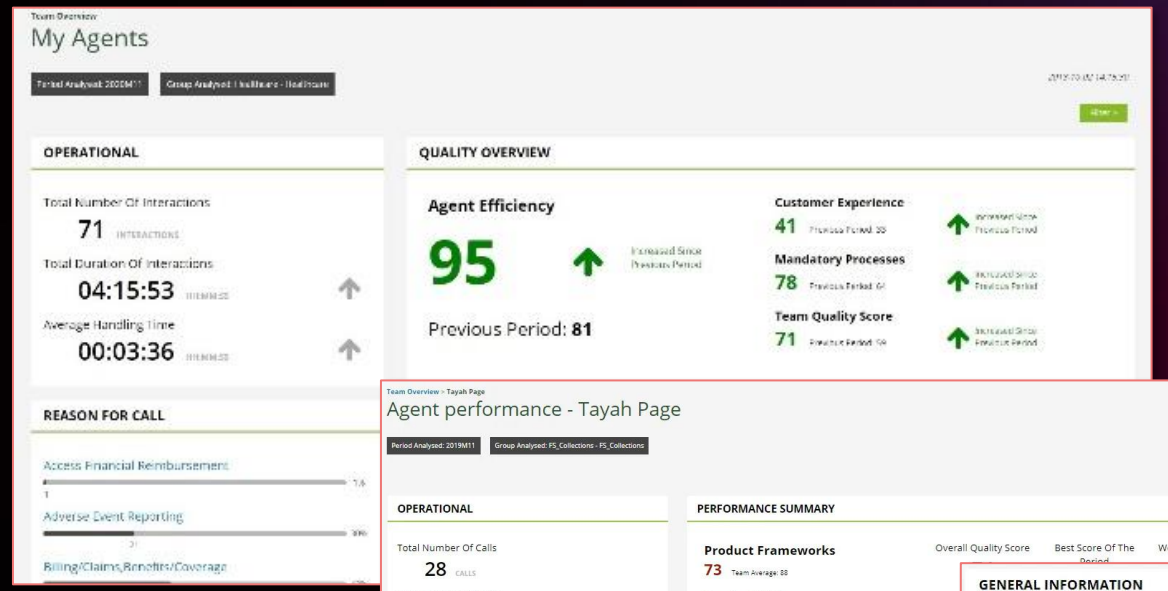


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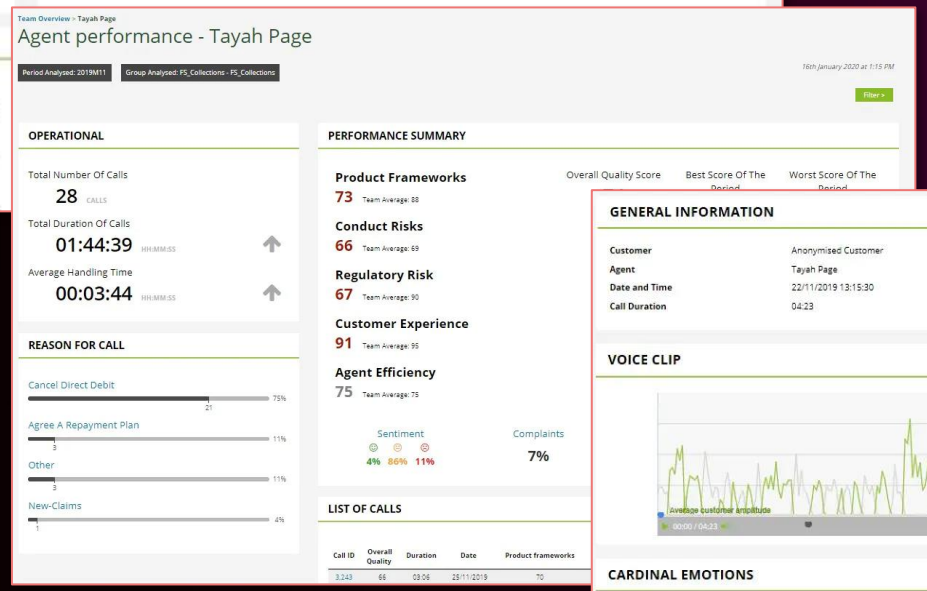
Analytics

TrueVoice An “all-in-one” voice analytics solution

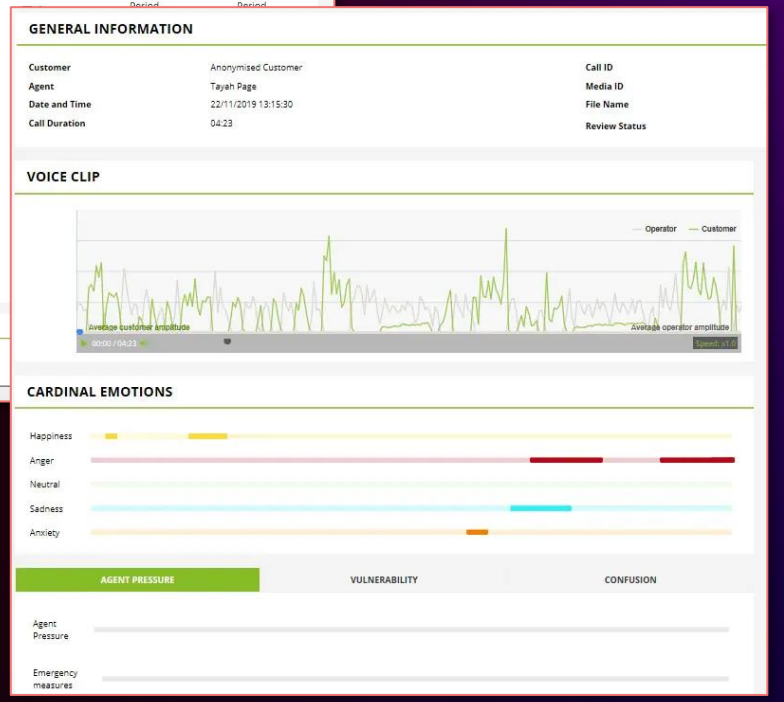
- Examine customer sentiment, behavior and emotion
- Targeted agent coaching with transparent metrics
- Find the “needle in the haystack”—Automate quality monitoring



OUTCOMES



AGENT PERFORMANCE



EXAMINE INTERACTIONS

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Dynamic CRM Integration

Real time web based chat

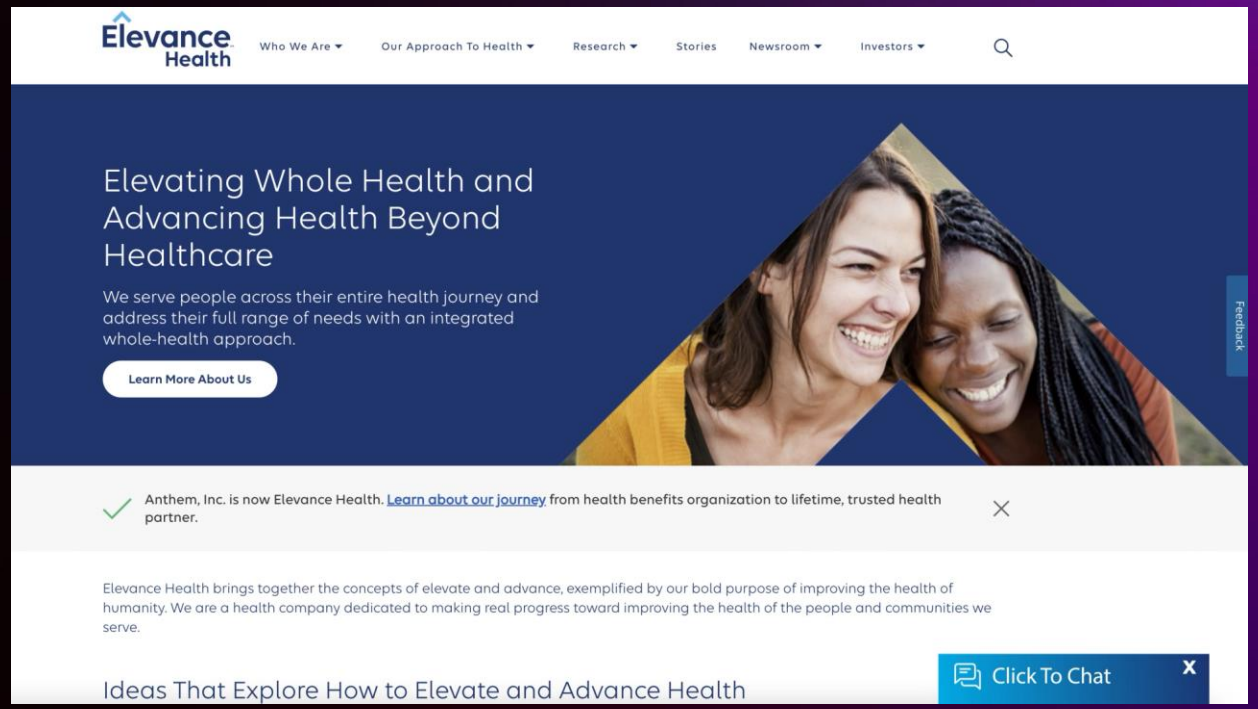
- Member can attach prescription images

Personalize Member Engagement

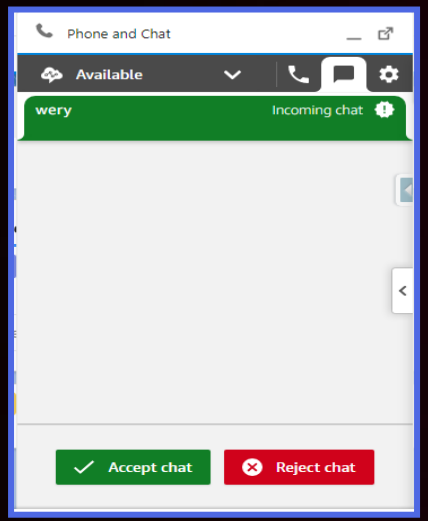
- Chat in member's preferred language

Empowered Agent Experience

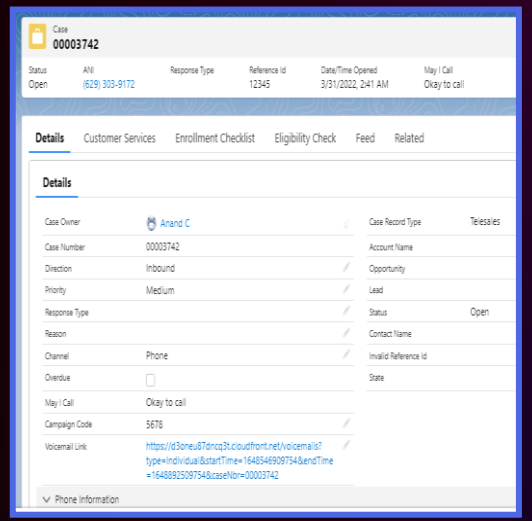
- 360 customer view
- Auto case pop-up
- Chat Transfer to Pharmacists/Clinicians
- Auto Transcripts
- Orchestrate Text based outreach for proactive member engagement



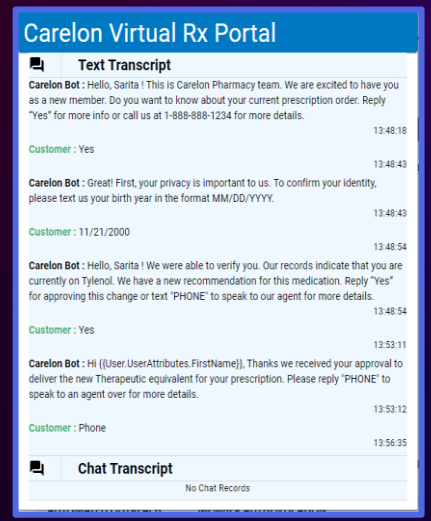
Elevated Agent Experience



Chat Transfer to Rx



Auto Case Creation



Chat Transcript

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Ambient Intelligence Hub

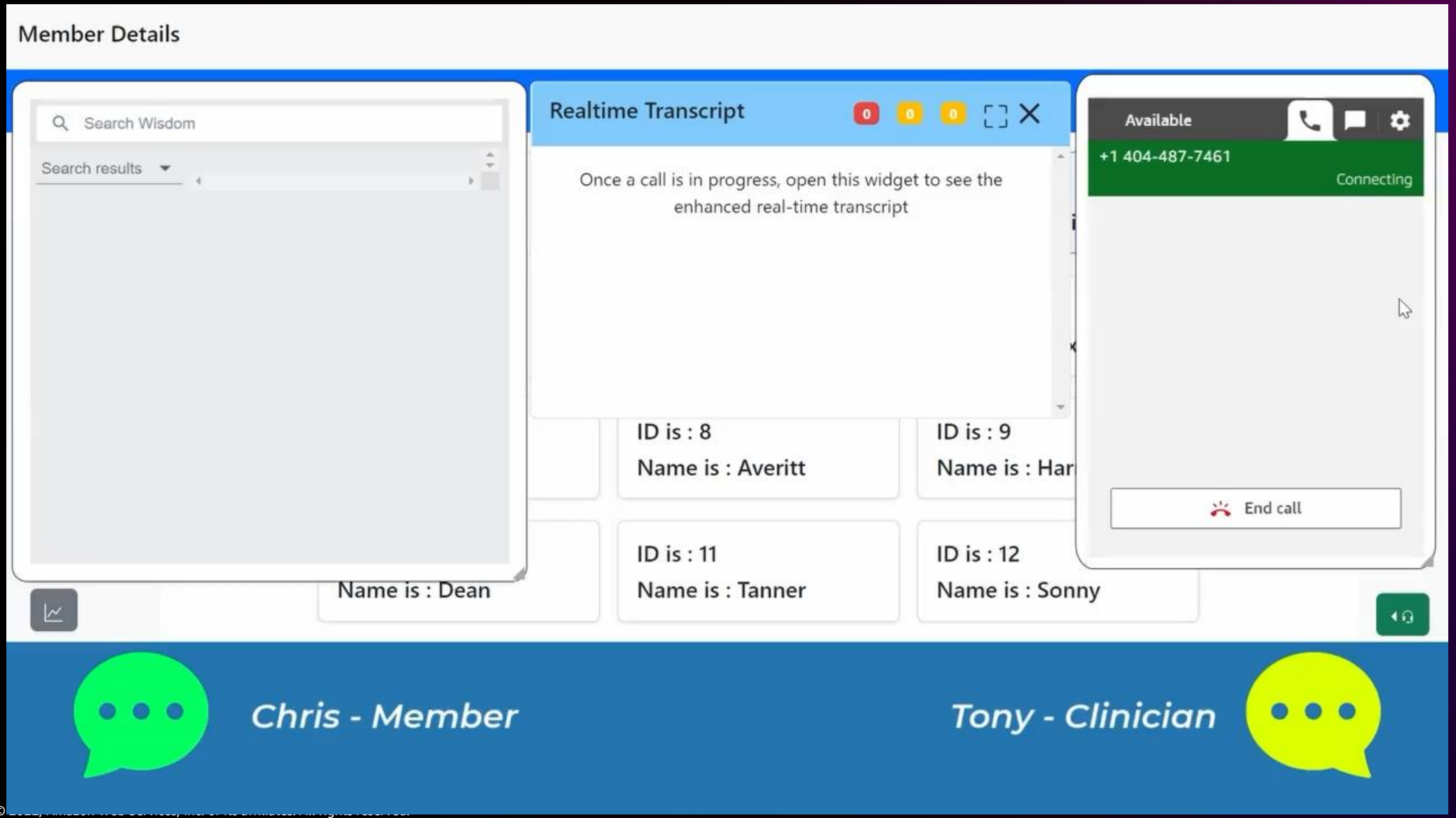
Goal: **Empower Clinicians to Personalize Member Engagement**

- Realtime actionable insights derived from sentiment investigation
- Personalizing interactions and driving humanized clinical pathways
- Automated capture of critical notes during the call
- Triggering workflows relevant to Case prep
- Auto-summarizing next steps and notes post-call
- ....

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Ambient Intelligence Hub - DEMO



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Katie's Digitally Delivered, Personalized, and Humanized Journey



GETTING THE NEWS

Katie is **comforted** when she receives a **text message** from Elevance Health informing her about surgery and the auth request initiation

HUMANIZED ENGAGEMENT IN MOMENTS THAT MATTER

Katie feels **empowered** by the **self-service options** and her **anxiety disappears** after every interaction with the Clinician

UNDERGOING THE SURGERY

On the day of her procedure, Katie receives 'Good Luck' message and is informed that a Clinician would reach out to her to provide further assistance

Katie **re-affirms** her notion that she is **not alone**

FOSTERING A RELATIONSHIP BASED ON TRUST

Katie **agrees to enroll** in the program as she **trusts** that her Clinician has her best interests at heart

Katie's Clinician **proactively volunteers** to support Katie with **reminders about appointments, physical therapy, and prescription**

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An impact that matters

Personalized Engagement, Digitally Delivered....

50% Less member engagement costs

80% Reduction in average TAT for outbound Member Outreach

2k Personalized Clinical Pathways have been activated



ENHANCED MEMBER EXPERIENCE

...coupled with Clinician assistance tools...

60% Reduction in Clinician *Call Prep*

30% Increase in cases handled by Clinicians per day

50% Reduction in Clinician *After-Call-Work*



EMPOWERED CLINICAL WORKFORCE

...is tangibly influencing health outcomes...

5% Increase in Member Care Gap closure rate

5k Nudges per day delivered without Clinician intervention, inducing follow-through and behavior change



SUPERIOR HEALTH OUTCOMES

...and driving sustainable Ops scaling and growth

82% less per agent per month subscription costs

50% Increase in Member Engagement in CM Programs

10k Calls per day have been avoided through proactive query resolution



SUSTAINABLE BUSINESS GROWTH

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Thank you!

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