

Pega Collaborative
Healthcare Summit
2017



CareFirst BCBS's March Towards Digitization of Sales and Onboarding Processes

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Cognizant



Optimized business process to
~ 15 mins time to generate Quote
(reduced from 5 days)

Groups | Individual Markets
Sales Quoting



Automated claims process
Achieved 60% efficiency

Legacy Claims Processing
Claims



Intelligent routing & automation
bringing in \$750K of savings / year

Pega Deployment Tool | E-Comm
Operations



Enrollments

Automated Enrollment | Invoices | 820 Payment
Processing | Renewals | Contract Generation | Product
Composer

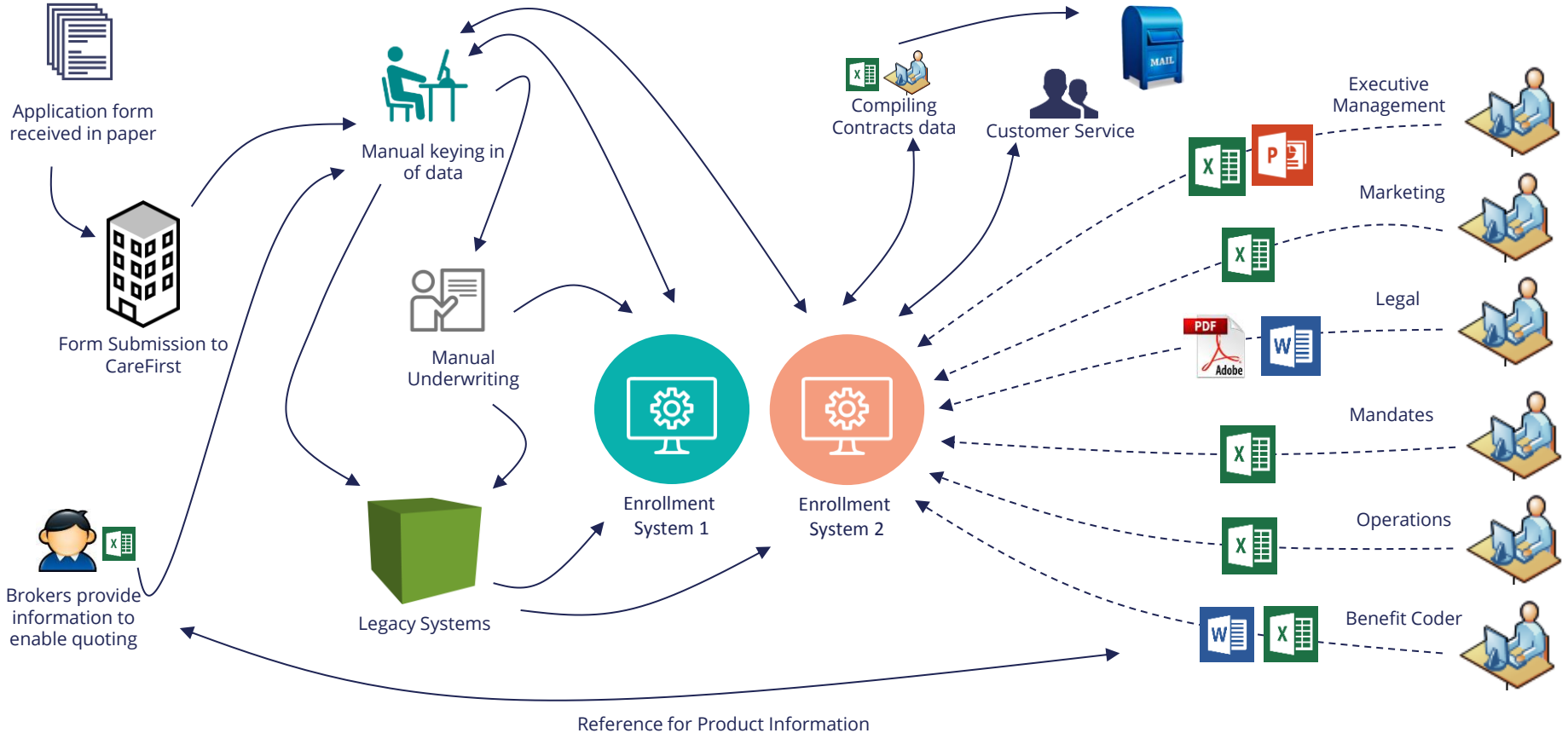
Reduced enrollment fallouts by 75%
through SLA-driven workflow automation

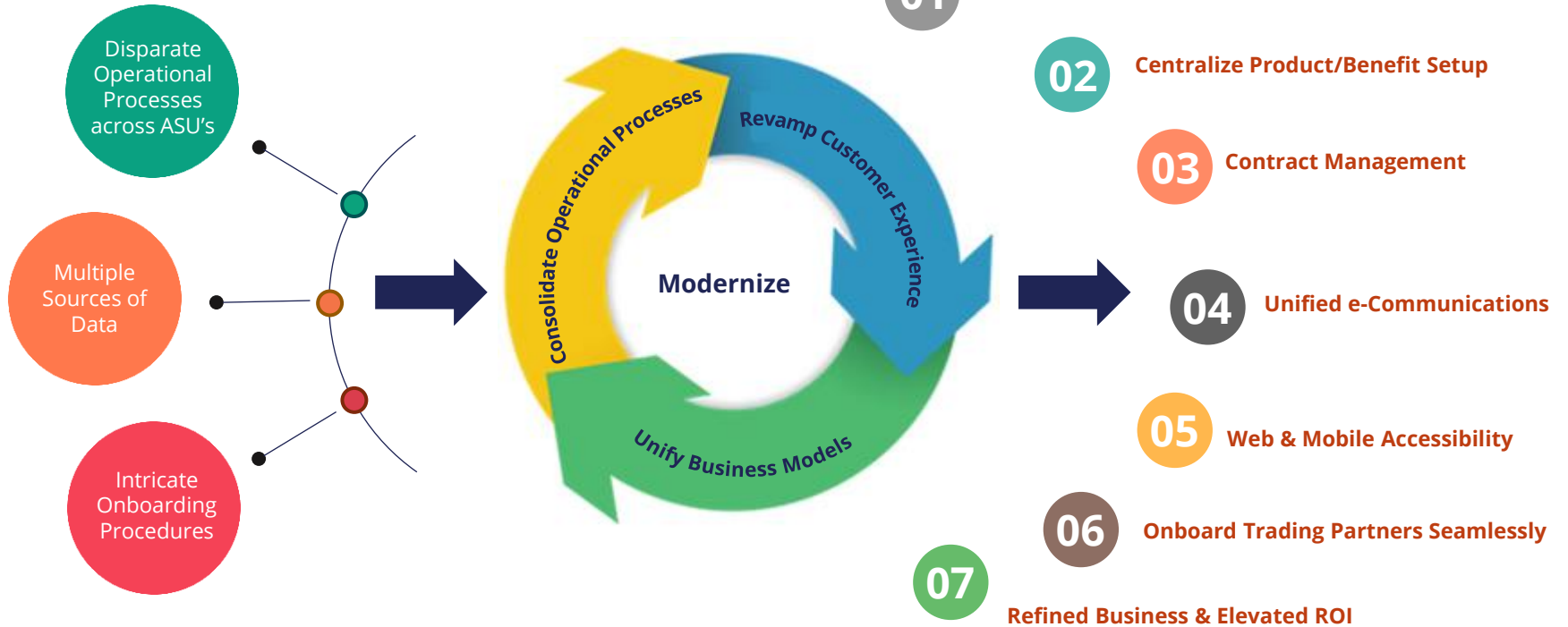
Care Management

Prior Authorization |
Provider Inventory and
Credentialing

Self-service & digitization enabling State
Compliance (MHCC), CAQH integration
and direct authorization updates

Prior State - Disparate Systems and Data

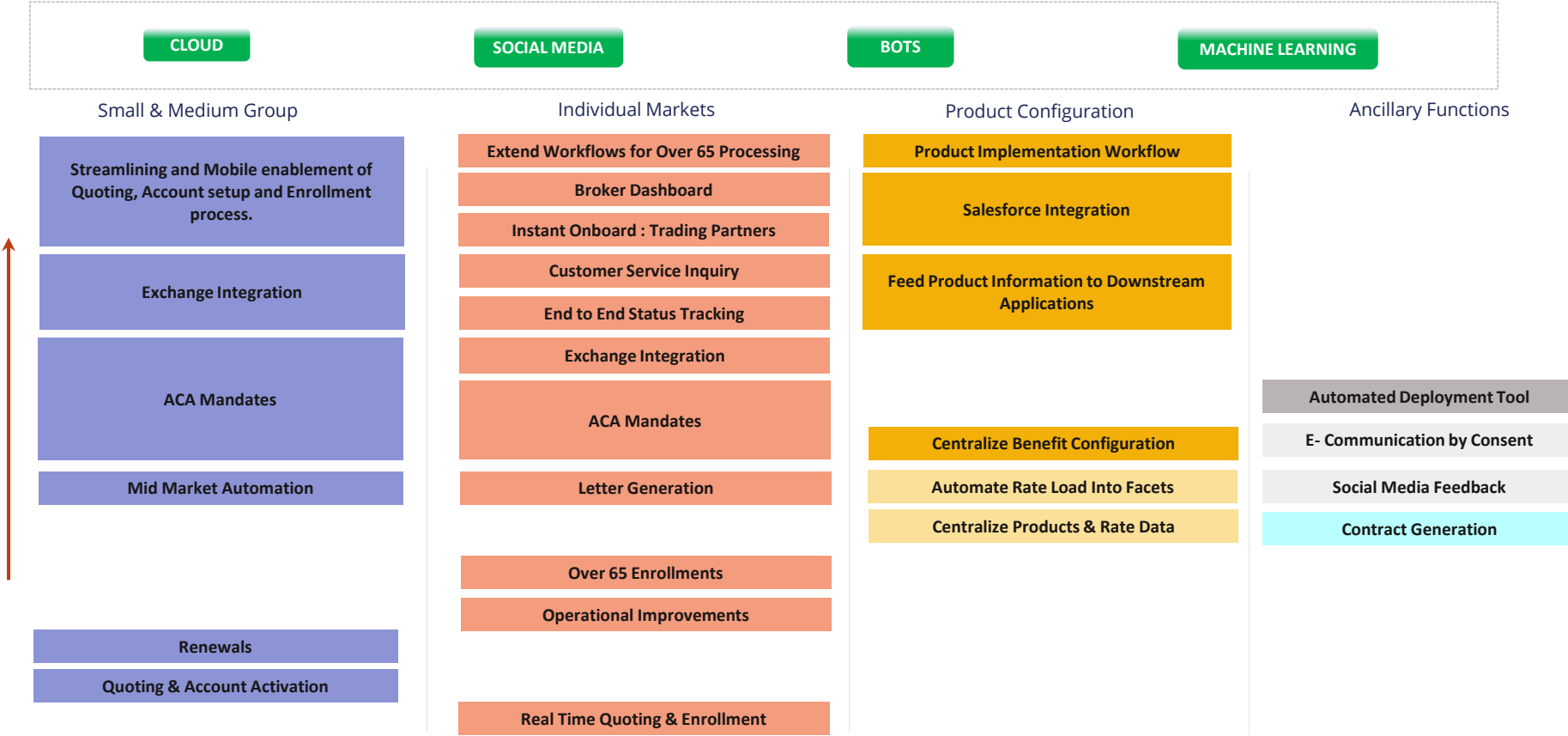




Progression



IMPLEMENTATIONAL EXECUTION



Today's Landscape

