



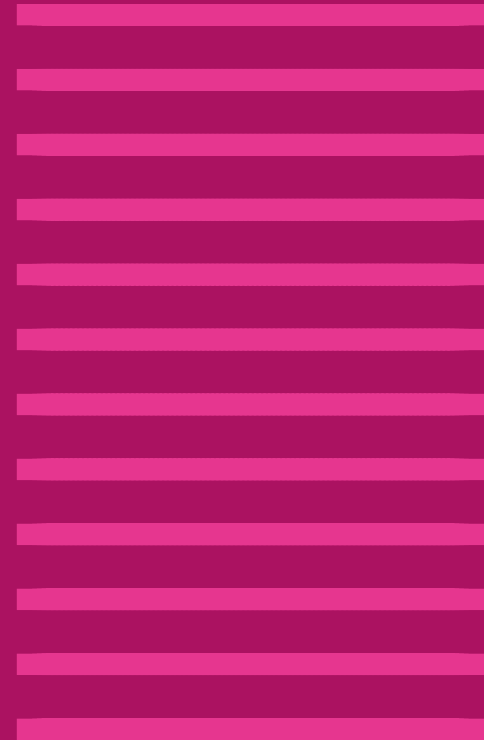
# 4 steps to simplify Medicaid experiences



One of the major challenges for Medicaid Provider Enrollment and Care Management platforms is the inability to provide seamless coordination and personalization of patient care. Many of the existing solutions cannot adequately leverage robotics, artificial intelligence, and automation to deliver the data insights necessary to build a comprehensive care plan for each patient.

Data can be a terrific asset for Medicaid providers. It can help drive greater operation efficiencies, reduce taxpayer costs, and improve both the patient and caregiver experience. However, this is only possible when providers possess the right abilities to source, streamline, and analyze the information.

**If you're looking for ways to simplify Medicaid experiences, start with these four steps.**



# Help patients help themselves

When it comes to Medicaid experiences, members are seeking simplicity. They want easy access to information about their services. They want to be able to get answers on any channel. And they want answers quickly. So, how is this possible? With two capabilities:



**1. Adopt a channel-less approach:** It's easy to fall into the trap of focusing on each channel you support and get caught up in an endless cycle of pushing separate updates in policies and requirements through to every individual channel. Instead, focus on the patient's journey and build logic centrally, so a change in policy/requirement is coded once and pushed to all channels simultaneously. Rather than a channel-led approach, this channel-less approach allows you to be truly patient centric.

**2. Enable self-service:** The truth is, many members would like to be able to access the information they need about their Medicaid services without having to pick up the phone or email a case manager. That's where self-service comes in – and a channel-less approach lays the groundwork for self-service that works.

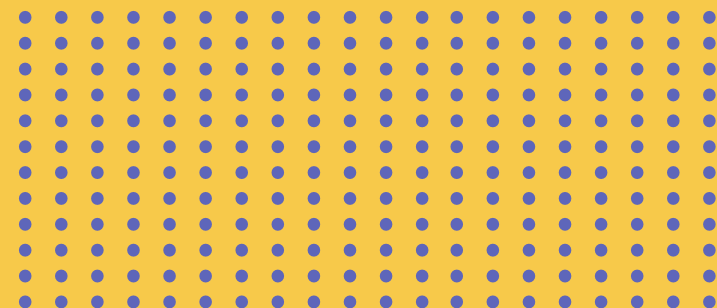
Today's self-service has come a long way from the early generations of self-service that could only recite pre-loaded/pre-recorded responses on a prompt. Self-service enabled by intelligent automation can help members get the answers they need quickly, easily, and without needing to contact a case manager, meaning it will also simplify case managers' lives.

# Let case managers focus on patients, not processes

With a growing population in need, the already high volumes of patients they serve, labor-intensive, complex business processes, and constantly changing requirements, case managers have a lot on their plates. Simplifying Medicaid experiences for patients also means simplifying the caseworker experience. How? With the help of intelligent automation.

Intelligent automation can help handle rote tasks as well as simplifying more complex processes. Automation pulls together all the necessary patient insights – from enrollment data to benefits eligibility – into a single, consolidated view, in real-time, so a case manager can build a comprehensive care plan. This means taking information from across the service delivery ecosystem and turning it into insight that connects members, providers, and other stakeholders.

A relevant view of the patient's history, needs, and eligibility enables case workers to focus on delivering better care, speedier service, and the level of personalization that makes a member feel known and looked after. This kind of coordinated, member-centric service focused on care delivery and personalization leads to better financial, operational, and health outcomes.





## Connect systems to close gaps in care

Adapting to constantly changing requirements while operating under the constraints of outdated technology is particularly challenging for those on the IT side of Medicaid. But what if there were a way to bridge the gaps and connect siloed systems without having to replace legacy systems? The good news is, there is. You can automate and orchestrate Medicaid journeys with the help of intelligent automation, including low-code automation and case management:

- **Low code** lets case managers innovate in an agile, modular fashion, building out customized applications using pre-built blocks of code.

- **Case management** automates the work that needs to get done, not just the workflow, saving case workers hours of time routing work from one department to another.

For IT, this presents huge savings regarding both time and budget, as well as the opportunity to connect systems across the delivery ecosystem. Intelligent automation helps to simplify the back-end processes involved in driving seamless service delivery across eligibility, beneficiary and provider enrollment, and care management.

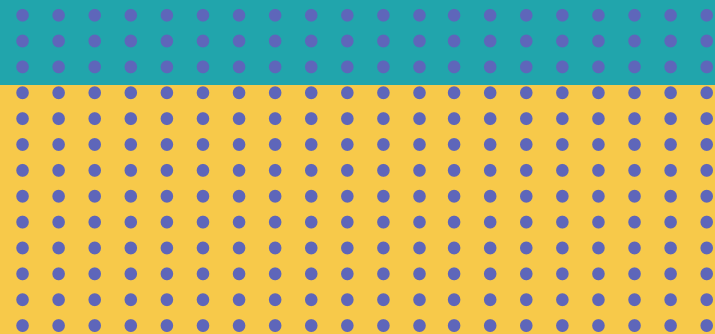


## Provide simpler experiences – at scale

The path to providing simple, comprehensive Medicaid experiences at scale starts by infusing every touchpoint with AI and automation. When present at every touchpoint, AI and automation help each patient receive the personalized, comprehensive Medicaid experiences they expect, while making life easier for those on both the front- and back-end of service and care delivery.

Together, these capabilities help to connect across various systems to deliver data-driven patient insights and speed up processes from benefits enrollment to scheduling appointments, setting up transportation to coordinating meal delivery, and the many various processes in between. And with this foundation of intelligent automation, you can continue to provide simple Medicaid experiences tailored to each member, even as demand increases.

When present at every touchpoint, **AI and automation** help each patient receive the **personalized, comprehensive Medicaid experiences** they expect, while making life easier for those on both the front- and back-end of service and care delivery.



Chances are that you've been looking for ways to simplify the Medicaid services you provide for some years now, but the appropriate approach may have felt out of reach. But not anymore. Achieving personalized healthcare at scale and operational efficiency is possible. By bringing together a channel-less approach, intelligent automation, and case management, you can help to simplify the complexity involved in creating effective Medicaid programs, from implementation through to the delivery of exceptional service.

**Ready to simplify Medicaid experiences for your patients, case managers, and IT staff? We're ready to help.**

**Find out more at [pega.com](https://www.pega.com).**



## About Pegasystems

Pega delivers innovative software that crushes business complexity. From increasing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.