PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Improving Healthcare Experiences

Driving Impact Through Increased Scale and Autonomous Optimization

CVS Health

© 2025 Pegasystems Inc.

Speakers

Rahul Kak
VP, Customer Health and Experience
CVS Health

Alpeshkumar Tailor
Executive Director of Data Engineering
CVS Health

Chris Davies
Vice President, Decisioning
Blend

RAPID AND CONTINUOUS TEST AND LEARN

Prioritize programs based on **addressable value, business alignment and member needs**

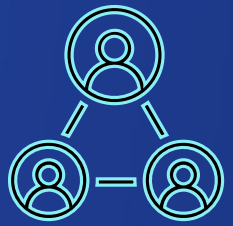
AI-driven identification of barriers, and customer archetypes

Automation software: Omni-channel outreach, multivariate testing (e.g., efficacy of tactics, channels, etc.)

Agile, cross-functional pods: Design content and engagement strategy

How Pega Enables Transformation

Key Learnings and Challenges



Change Management

Sell the long-term vision

Data Model

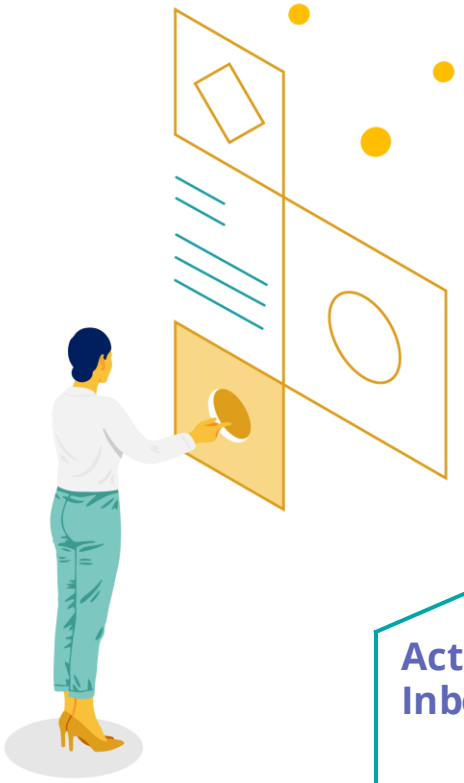
Data model is key

Implementation Strategy

Must be strategic about how to begin using new technology

Long Term Goals

Innovative thinking for the future



Activate Inbound

Greater Automation

Scale

Other types of messages and teams

Questions?

PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

PEGAWORLD.COM