



JUNE 1-3, 2025 | LAS VEGAS

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# Moments that matter

How enGen is changing healthcare through personalization, automation, and AI



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# What do healthcare consumers experience when interacting with a payer?

Healthcare hasn't kept up with consumer expectations. Members face a volume of notices, maze of apps, and confusing language – often when they're at their most vulnerable.

It can feel like you need a medical degree just to understand what's going on. It is hard to navigate healthcare.

What if the experience was simple, clear, and supportive?



# The (near) future of a diabetes program

## Enrollment



"I got a mailer and a Care Mgr. called me saying I'm eligible for a diabetes program and..."



or



"...and my Highmark app notified me about the program and..."

or



"...my PCP suggested and enrolled me in the program. Let's do it!"

## Engagement



"I can easily sign-in to all my programs through the Highmark app."

SSO

"It says this SDOH assessment will enable my care team to help me overcome barriers to success!"



"I got a reminder in the mail to check my progress with the program."



"These app and email notifications keep me on track to stay healthy!"



"...and Highmark's Care Mgrs. Help me step by step through directly through the app!"



"...and my local doc works with my diabetes doc!"



## Care Delivery



"My diabetes doc knows what meds are covered by my plan..."



"All the information from the program is incorporated into the local EHR..."



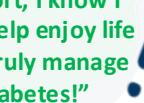
"Now I can connect my local doctor through the app!"



"...so my care team can be alerted to issues as needed so I stay healthy."



"With all this support, I know I can help enjoy life and truly manage my diabetes!"



# Where are we headed?

## Know Me

Understand who I am and what my health needs and preferences are at all times.

## Guide Me

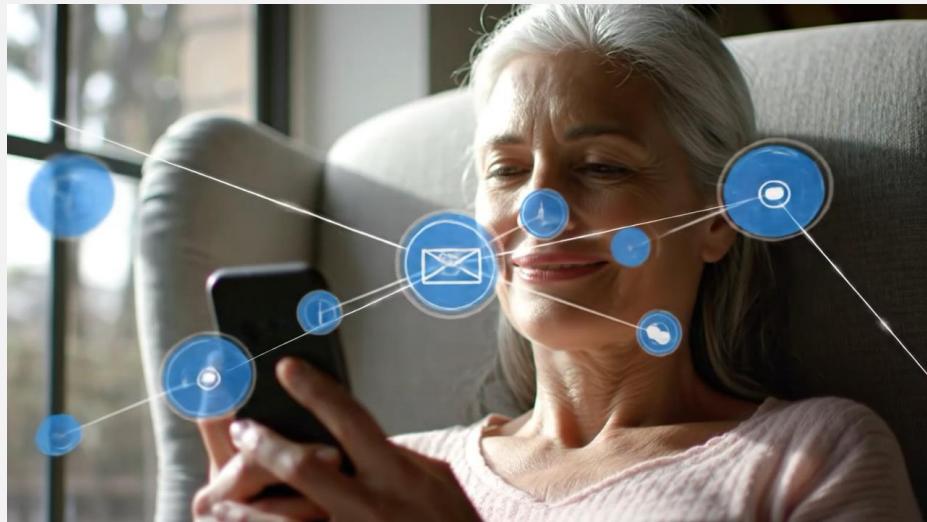
Give me personalized health recommendations on what to do, where to go, who to see, and who and what to listen to.

## Support Me in Life-Changing Moments

When something big happens with my health, help me get through it and figure out how to get back to life after.

## Don't Fail Me in Everyday Moments

Make it easy and reliable for me to use my health insurance for the basic transactions.



# enGen's robust ecosystem



## Health Plan & Provider

end-to-end solution and digital products



## Operations

service delivery and BPS services



## Global

advances innovation, accelerates delivery 24/7



## Print

Digital, print, and mail services



## IT & Data Center

over 60 shared tech services



# Introducing meHub

**meHub** uses real-time AI decisioning to **orchestrate personalized, timely, and context-aware engagement**—nudging each person toward better health choices and acting on their responses and requests.

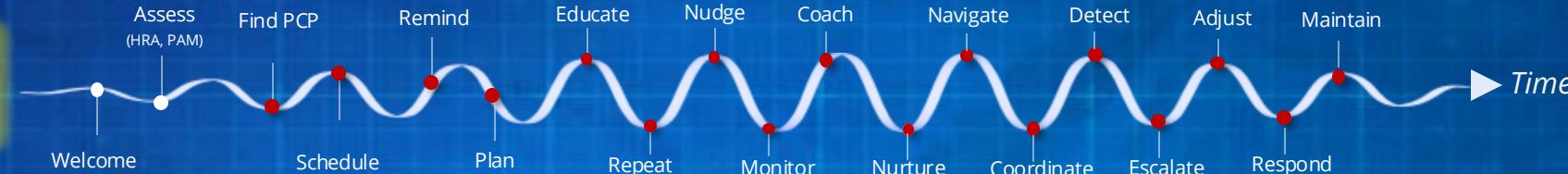
**meHub listens, learns, and acts** by constantly ingesting data signals—like recent claims, appointment history, social determinants, care gaps, and digital behavior.

It **builds a picture of each member's current health context and activation level** and determines the next-best action.





Member



Engage patients throughout their journeys  
Activating them to help them achieve their best health

Channels

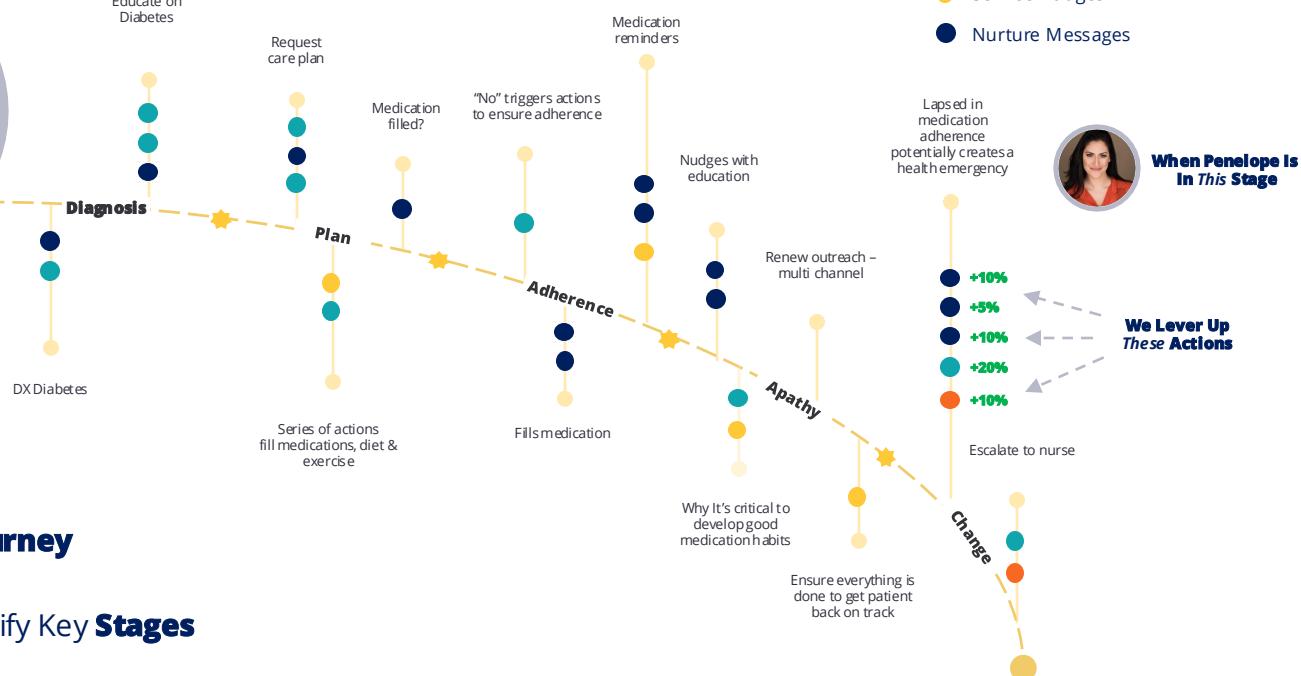


Customer Service



Care Managers

# Next Best Action Customer Journeys



1 Identify the **Journey**

2 Identify Key **Stages**

3 Identify Stage **Criteria**

4 Identify Key **Actions**

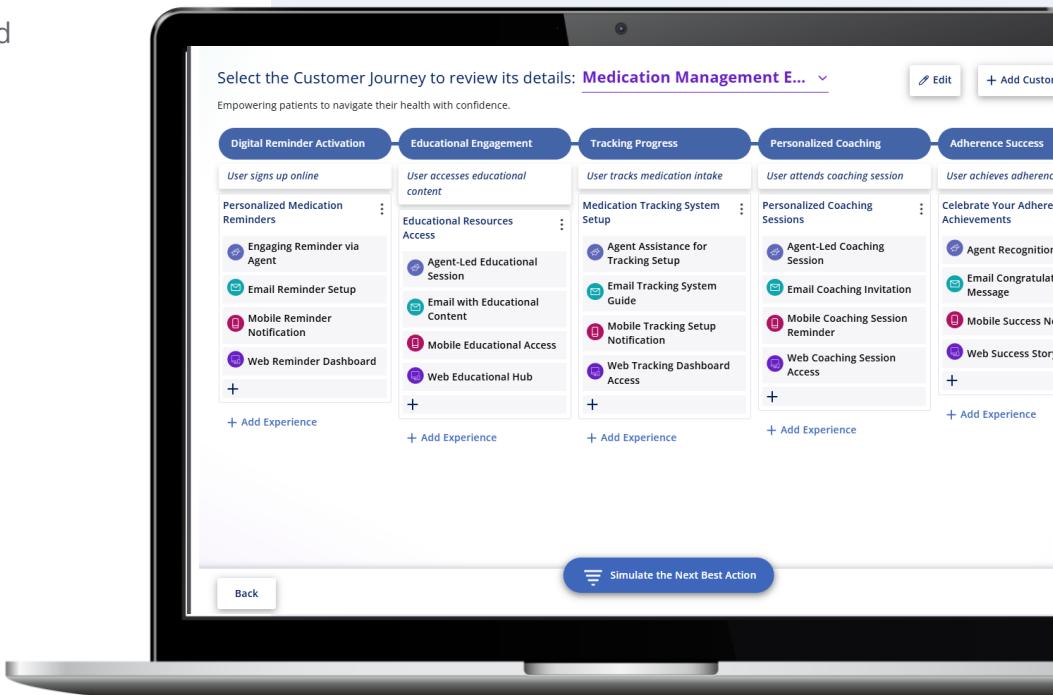
**Activate with good  
medication habits**

# Next Best Action Customer Journeys

In the past, **customer journey orchestration** was controlled by technical resources, from a UI deep inside the Customer Decision Hub.

Now organizations will be able to:

- Define & configure **member journeys** as part of the process.
- Apply pre-defined journey templates (tiles) to accelerate the build of messages.





# PegaWorld

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