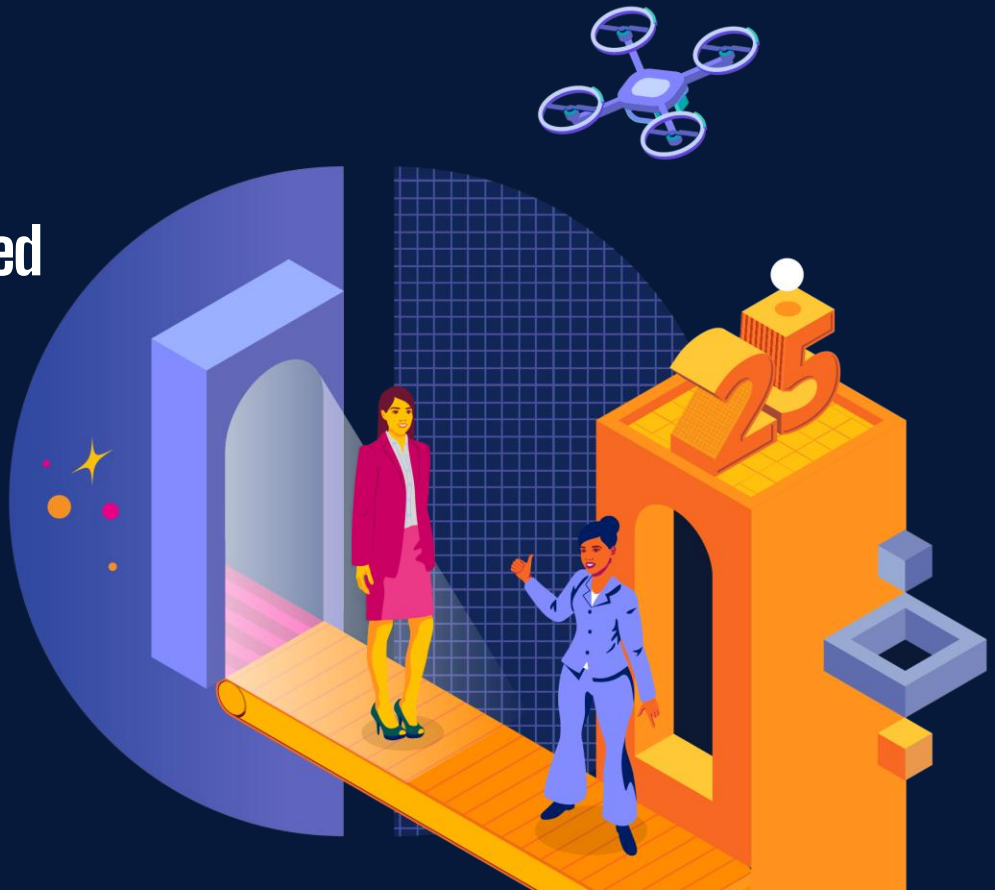
PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Prime therapeutics and Virtusa accelerate clinical reviews to speed medically necessary therapies for patients

Success story



Prime THERAPEUTICS™ | virtusa

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Meet the team – Introductions

Amy Browne

Vice President, IT Innovation, PRIME THERAPEUTICS

Laura Marbs

AVP, Solution Products, PRIME THERAPEUTICS

Alok Mandal

Vice President, Global Consulting Leader, VIRTUSA

Dan DiSantis

Vice President, Business Development, VIRTUSA

Corporate overview

Virtusa – Domain driven engineering for the AI-Enterprise

DEEP INDUSTRY KNOWLEDGE ACROSS VERTICALS

Banking & Financial Services | Healthcare & Life Sciences | Insurance | Telecom & Media | High Tech

~2 B Revenue

30,000+ Professionals

220+ Clients

25 Countries

50+ Locations

GOLD | Top 5% ecovadis Sustainability Rating APR 2024

VIRTUSA AS A PARTNER

Customer 1st Culture

Domain-led Engineering – with **Assets**

Lead with **Innovation to Scale**

AI in all we do **– Business & IT**

Accountability for Value

ALLIANCE HIGHLIGHTS

aws Google PEGA

- *Pega Partner of the Year*
- *Industry Award*
- *Pega Blueprint Award*
- *Partner Sales Excellence Award*

RECOGNIZED BY INDUSTRY

HFS – Market Leader in Generative Enterprise Services 2025

The Consulting Report – Top 50 Consulting Firms

CODiE 2024 SIIA CODE AWARDS – Best Healthcare Technology Solution Provider

Forbes – #3 on America's Most Cyber Secure Organizations

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The prime difference

Traveling a different path and creating a new standard for the industry

- **Truly Transparent & Conflict Free**
- **Holistic Specialty Expertise**
- **Modern Technology**
- **Purpose Beyond Profits**

80+	26	25M	7K+	613M+	$71B
Health Plans	States + D.C.	Members	Employees	Claims Processed	Drug Spend Managed

Business case

Simplifying Complexities of Physician Clinical Review (PCR) Process

Business problem – legacy PCR process challenges and impact

- The legacy PCR assessment process was overly complex and manual, relying on multiple sources to capture and track information, which makes it time-consuming and reduces productivity.
- The lack of real-time visibility and alerts creates confusion and delays decision-making, while manual physician assignments further slowdown the workflow.
- The current process (and lack of technology) is not scalable, limiting growth and the ability to meet increasing demand.

- Extensive human intervention, slowing down workflow and decision-making
- Manual reviews and approvals, reducing productivity
- High-cost, skilled resources remain underutilized
- Limited focus on strategic activities hampers long-term organizational growth
- Manual processes increase the likelihood of errors and potential compliance misses
- Reliance on manual data lookup across systems leads to inefficiencies & delays in decision-making
- Manual tracking of WIP tasks against TAT delaying workflows & complicates escalation management
- Lack of automated alerts or task reprioritization hampering efficiency and timely adjustments

Key tenets leveraged to deliver the solution

*Post assessment, Virtusa developed a **consultant driven strategy and leveraged Pega capabilities** to help Prime Therapeutics improve their existing clinical review process, resulting in enhancing security, speed to market and overall improved user experience*

Initial Assessment

- Leveraged ***Pega Blueprint*** for initial requirement gathering, to help define business requirements and workflow

Automation of Key Processes

- Automated physician profile management, peer-to-peer (P2P) discussions and case reviews leveraging ***Pega Case Management*** enabling pharmacists to track case progress effectively and ensure completion according to predefined rules and timelines.

Enhanced Scalability & Security

- ***Migrated to Pega Cloud*** enhancing scalable infrastructure, bolstering security measures, and optimizing cost-efficiency

Accelerated Implementation

- ***Pega Constellation*** accelerates development by providing a unified, modern user interface combined with the ***low-code capabilities of Pega App Studio, enabling faster time to market*** through streamlined workflows, improved collaboration, and reusable components.

Customizable & Adaptive Solution

- The customizable solution ***adapts to the evolving needs, ensuring seamless integration*** for smooth data flow, resilient error handling, and reusable components

Seamless User Experience

- ***Self-guided processes*** help streamline the learning curve, allowing users to intuitively navigate the system without constant reference to documentation

Delivery highlights

The project was structured into phases: Discover, Development & Test, Hardening, UAT, Go-Live, and Warranty & Transition, ensuring timely progress

Adaptation to Complexity

- Working with Pega and Virtusa, we were able to successfully respond to adjustments in the project through effective governance

Innovative Development

- The team successfully leveraged ***Pega Constellation UI***, ***App Studio Low-Code platform***, completing development and tested within sprints by using testing automation and security testing

Re-usable Architecture

- ***The Pega Layer Cake Architecture*** facilitated the development of a reusable application framework that supports seamless future scalability

Successful Deployment

- ***PCR Automation application*** was deployed on schedule and within budget, meeting all desired outcomes

Impact

Timely Delivery

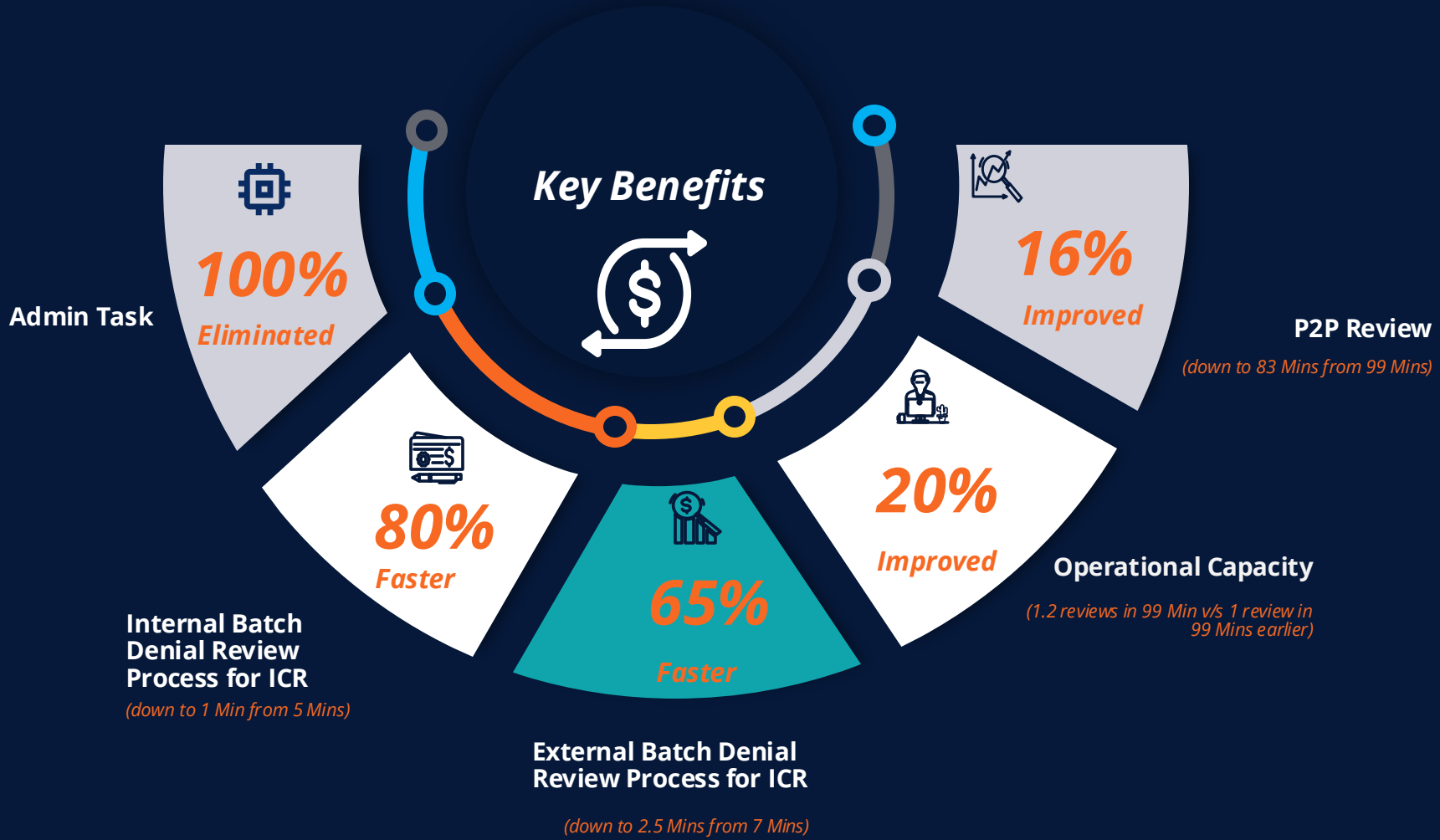
- *Consistent milestone achievement ensured the project stayed on track*

Budget Management

- The project was completed within budget, reflecting effective financial planning

Quality Assurance

- Pega Advisory Services provided continuous consultative support
- Streamlined testing minimized defects and vulnerabilities, ensuring a robust application


Key Benefits
Admin Task
100%
Eliminated
16%
Improved
P2P Review
(down to 83 Mins from 99 Mins)
80%
Faster
Internal Batch Denial Review Process for ICR
(down to 1 Min from 5 Mins)
65%
Faster
External Batch Denial Review Process for ICR
(down to 2.5 Mins from 7 Mins)
20%
Improved
Operational Capacity
(1.2 reviews in 99 Min v/s 1 review in 99 Mins earlier)

What our users are saying about the...

PCR automation application

Leveraging Pega capabilities

"***I love it personally and saves so much time*** on MRIoA submissions and batch work. Cannot say enough about what was built. You guys crushed it with this build".

"The impact on my day is that it ***takes significantly less time with the PCR app***".

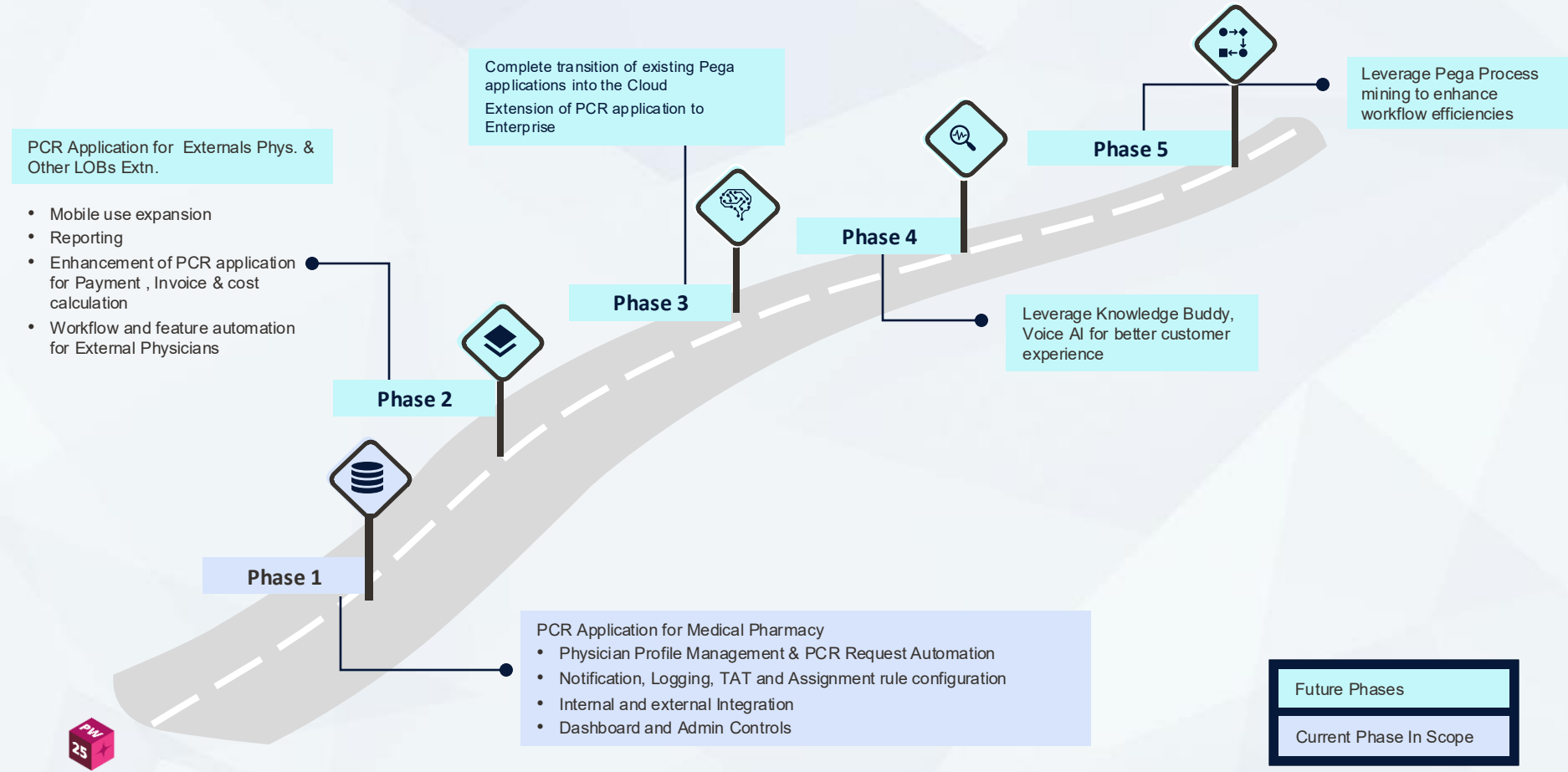
"***Application is great***, can tell a lot of work went into that".

"***Definite improvement*** over the previous process."

"It has been ***great and a very useful tool***; ***proven to be a benefit***. There is less stress in scheduling P2P and it has taken a huge load off".

"I think overall ***it is saving time, especially in regard to helping alleviate email burden.*** Not having all the batch emails to sort through has been a big-time saver".

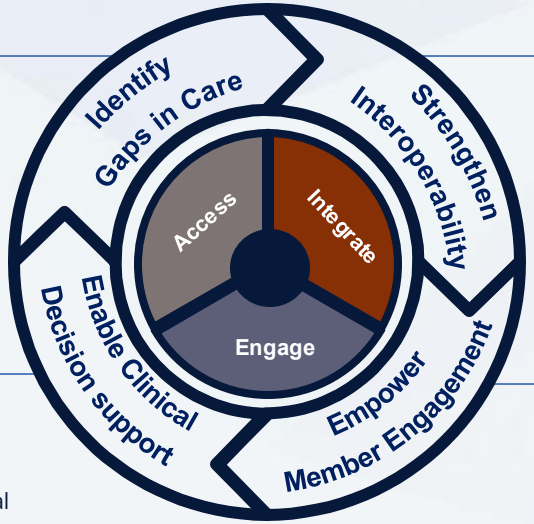
High level future road map for prime therapeutics



POV & assets

Clinical automation

PBMs and Payers need to empower their value chain with
efficient clinical workflows and effective decision-making aiming high-quality patient care



- Leverage automation to **collect and analyze large volumes of data**, providing insights for effective clinical decision-making. For Ex: **Identification of At-Risk Population** for improved care through targeted Intervention

- Automation can facilitate better care coordination by **enabling seamless communication and information sharing** between payers, providers, and patients. For Ex: Develop FHIR **APIs to exchange data**

- Automate End-to-end of time & mandate critical processes like **Prior Authorization** from **submission to decision making**

- Any **engagement process workflow** associated with Patient's care & clinical outcomes needs to be automated in terms of **task allocation, communication & status tracking.** For Ex: Appeals & Grievances

Automating clinical workflows delivers measurable benefits, including reducing manual errors by ~30%, improving claim processing efficiency by ~70%, and cutting operational costs by 25%. It accelerates decision-making with real-time insights, enhances scalability to meet demands, and boosts compliance rates through standardized processes

Join us at Booth #16 to unlock new opportunities

Virtusa Prior Authorization with GenAI

PEGAWORLD.COM

PegaWorld

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Transforming patient lives:
Next-gen technology solutions & frameworks for healthcare companies

Digital Prior Auth

Automates and streamlines PA processes leveraging AI models

Our electronic prior authorization **automates and streamlines your PA processes for better clinical outcomes**, reduced costs, and improved business growth

Key Features

- **Seamless integration** of payer & provider systems
- **Automated** entry of PA information
- **AI models for Clinical Decisioning**
- **Automated approvals**
- **Gen AI powered denial documentation**
- **Omni-channel** information intake

Care Gap Cohort

Focuses on successful value-based care by delivering accurate patient info.

An NLP enabled solution to help identify the Cohort who have Gap in Care and there by putting an adherence plan to help track and close the gap

Key Features

- **Cross-functional** Care Management
- Reports and Analytics
- **Patient information access** with multiple care coordinators to manage patient care
- **Integration** with various existing point-of-care and EHR software applications

ePIC Integrator

Assists in pulling patient health records from the EPIC EHR system

ePIC Integrator enhances decision-making through intelligent workflows and near-real-time health data, supporting areas like care management, disease management, and case management.

Key Features

- **Accelerate** the development of integration between Pega and EPIC EHR
- **Seamlessly connect to EPIC** and utilize the 100+ different API features offered by EPIC
- **Search, read, and write patient data** in the EPIC EHR system

Appeals & Grievances

Streamline case management with automated workflows and ML

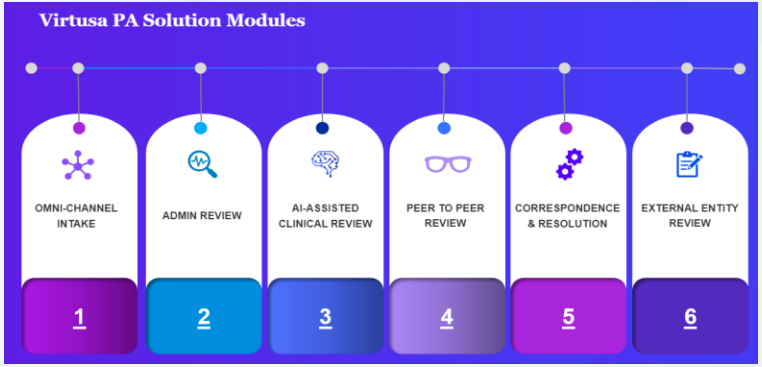
Simplifies case mgmt. with automated workflows, intuitive navigation, industry-standard classifications for faster resolutions. ML enhances decision-making, delivering smarter, data-driven insights for complex case lifecycles

Key Features

- **Comprehensive case management**
- **Predictive models** for better decisions
- **AI-based appropriate classifications, ensuring accelerated case resolution**
- Support for claims and pre-authorizations
- Automated outbound correspondence

Please click on solution name for go to the deep dive slide

Integrated and streamlined Prior Auth processes to enhance clinical outcomes, cost reduction, and business growth



Virtusa Secures SIIA CODiE Awards for Best Artificial Intelligence Solution in Healthcare

Earns prestigious industry recognition by SIIA for Best AI Solution in Healthcare Next-gen Prior Authorization for Payers

GenAI powered personalized communication for denied PA

Leading edge GenAI powered personalized letter generation to minimize appeals

Virtusa Achieved CORE Endorser Status

For supporting CAQH COREs Mission, Collaborative industry approach and Simplification of Administrative Complexities

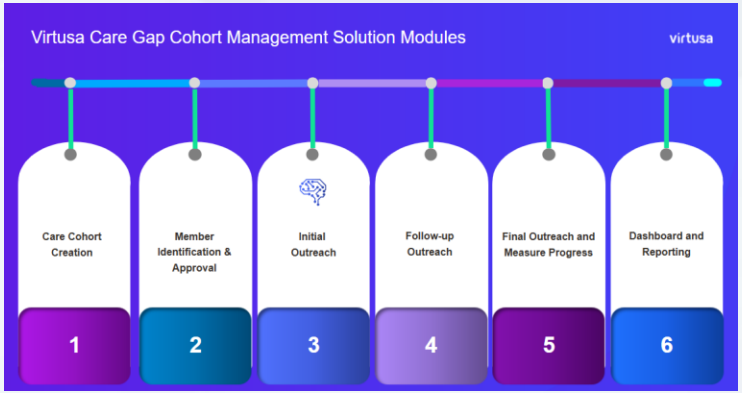
Virtusa has been a thought leader in envisioning touchless Prior Auth

Industry Webinars

Marketing Video - *Prior Authorization (youtube.com)*
Solution Overview - *Prior Authorization*

Click on the arrow to get back to the anchor slide

End to End Platform
to better manage the long-term health outcomes of vulnerable population



Comprehensive Member Profile and 360 Dashboards
End to End holistic Member View with Complete Health Profile and Social Determinants of Health(SDoH) Information

NLP Powered Data Insights and Enhanced Care Workflows
Identifying keywords and insights from Patient Health Data and triggering relevant intervention Tasks automatically

Comprehensive Dashboard Views
Intuitive Dashboard and Reporting to view/measure the Care Program outcome for the Cohort

Solution Capabilities

- Dynamic Urgency Management
- Efficient Data Handling
- Holistic Participant Insights
- Summarized Outreach Progress
- Comprehensive Dashboard Views & Reports
- Robust Correspondence and SLAs

Future Roadmap

- Smart Reform Management
- NLP Assisted Advanced Risk Scoring
- NLP Enabled Personalized Intervention Recommendations
- Unified Patient 360 View
- Interactive Data Visualization
- Predictive Analytics Integration
- Automated Progress Reports
- Multi-lingual Support

Marketing Video - *Care Cohort Management (youtube.com)*
Solution Overview - *Care Cohort Management*

Click on the arrow to get back to the anchor slide

Virtusa prebuilt Healthcare APIs and adapters helps jumpstart client's interoperability journey

Patient Information Source

- *Social Histories*
- *Vaccinations*
- *Advance Directives*
- *Allergies*
- *Appointments*
- *Clinical Relationships*
- *Diagnoses*
- *Documents*
- *Encounters*
- *Entered Ats*
- *Family Histories*
- *Lab Results*
- *Medical Claims*
- *Medications*
- *Member Enrollments*
- *Member/PCP/Sites*
- *Observations*
- *Orders*
- *Patient Current Condition*

Epic

Cerner

Capability	API	Sample FHIR Resource Mapping
Provider Management	Registration Authentication Authorization Provider Search Provider Onboarding	Patient Practitioner Person Group
Member Engagement	Member Enrollment Scheduling Reminder Notification Billing Automated Payment Processing	Appointment Appointment Response Schedule Slot Payment Notice
Claims	Billing Status Adjudication Partner Integration	Account Coverage Coverage Eligibility Request/Response Enrollment Request/Response Claim Claim Response
Care Management	EMR Medication Treatment Immunization Family medical history Clinical Info	Allergy Intolerance Procedure Family Member History Clinical Impression Detected Issue Observation Diagnostic Report Specimen Medication Request
Ancillary	Pharmacy Laboratory Radiology	Medication Request Medication Knowledge Nutrition Order Vision Prescription
Customer Service	Appeals & Grievances Member Service Provider Service	Practitioner Organization Healthcare Service
IoT/Activity trackers	Channel Remote Devices	

Click on the arrow to get back to the anchor slide

Highly Modular Platform
to address the key challenges faced with Appeals and Grievances business

ACCELERATED RESOLUTION TIME and **OPERATIONAL EFFICIENCY GAIN**

Increase throughput by ~40% through business rules & Automating SLA management

NLP Powered Data Insights and Enhanced Care Workflows

Identifying keywords and insights from Patient Health Data and triggering relevant intervention Tasks automatically

ADAPTIVE MODELS and Decision Recommendation

Leverage Adaptive Model of AI to have decision recommendation for the Nurses and MD for accurate and efficient processing.

Solution Capabilities

- AI Powered Accelerated Decisioning
- Intelligent Case Classification
- Dynamic Service Levels
- Omnichannel Intake & Smart Triaging
- Dynamic Correspondence and Business Delegation
- CMS Reporting Universe

Future Roadmap

- AI Decisioning Models for Decisioning Support
- NLP Assisted Complaints Processing
- Expanded State and Fed Compliance Support
- GenAI Powered Correspondence
- Common Data Model
- Predictive Analytics Integration
- Audit Support Expansion
- Automated SoP matching

Marketing Video - *An introduction to Appeals & Grievances Processing*
Solution Overview - *https://www.virtusa.com/solutions/appeals-grievances-processing*

Click on the arrow to get back to the anchor slide