



JUNE 1-3, 2025 | LAS VEGAS

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Vision for Healthcare in an Agentic World

Robert Connely – Pega Global Market Leader HCLS





U.S. is in an Unsustainable Situation

**We spend more on healthcare
But get less...**

Why?



**Social factors
increase health
problems**



**Overwhelm
healthcare
system**



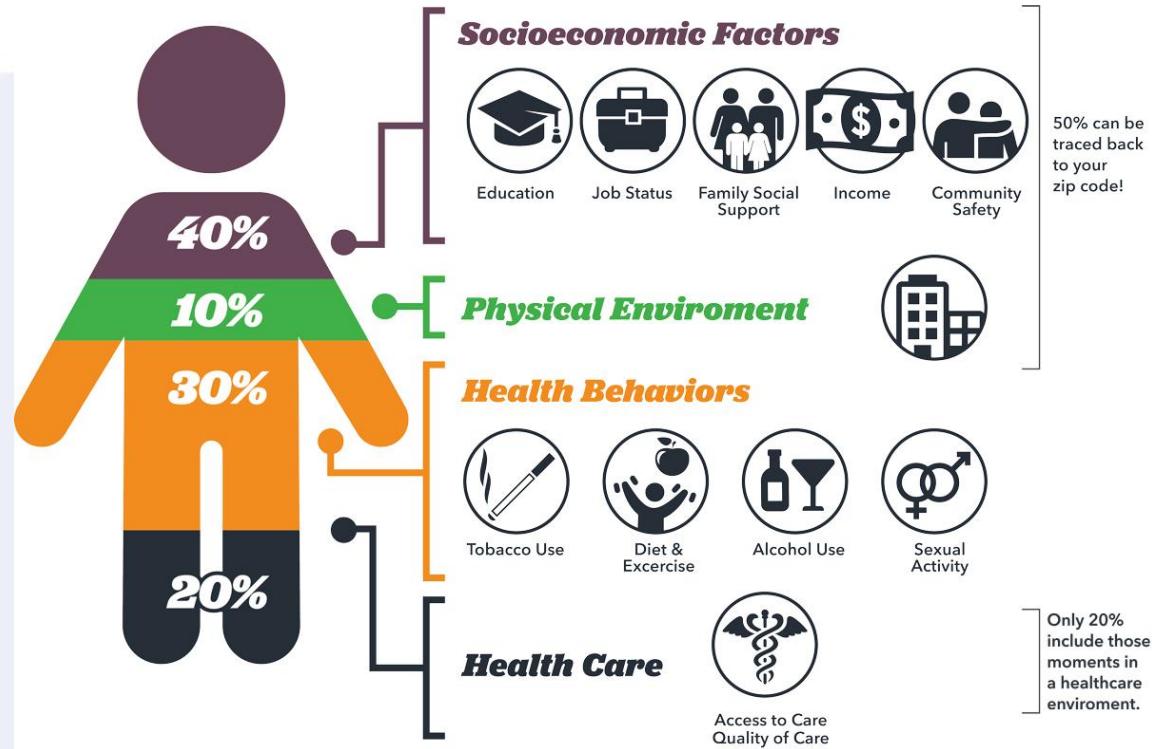
**Drive
unsustainable
costs**

The Problem with Healthcare - is NOT a Healthcare Problem



**80% of health outcomes
based on patient/social processes.**

National Academy of Medicine



Forcing the Industry to Adapt

Over the next decade, payers will transition from **back-office processors** that authorize services and pay claims

To **care partners**:

- Profit from improving health
- Collaborating with Providers
- Enabling holistic Member experiences

Under Unrelenting Pressures

Regulatory acceleration: CMS Prior Authorization mandate carries six-figure fines.

Quality performance: Falling below 4-STAR forfeits bonus payments — \$100M+ at risk.

Cost of Care: Chronic illnesses drive 70% of cost of care, killing profits.

Member loyalty: insist on Netflix-style, experiences...or they leave.

Provider stress: Administrative friction damages relationships and network capacity.

Workforce issues: Boosting capacity while struggling to hire, train and retain employees.

Invention – seeing a new way to solve a problem
Innovation – seeing a problem in a new way



Looking at Healthcare Differently



Healthcare is not a system

*It is a community
of providers, payers, and services*

That collaborate along a continuum

Along that Continuum



Providers examine, diagnose, and treat problems

Along that Continuum



Payers authorize and pay for services and treatments



People live their lives



*Outside of these brief encounters, people are on their own
Often leading to more problems that drive utilization and costs*



Breakdowns in Social Supports



*We know how to solve the problem
care management programs work, but don't scale*



Now we have a *Magic Tool*



Driving the promise of Agentic AI



Overcoming Complexity



But these processes don't occur in a vacuum



Overcoming Complexity



*Disparate systems, channels, people, workflows, and data
Governed by strict security and business rules*

Channels



People



Systems

Contract Management	Sales & Marketing	Provider Management	Customer Services	Utilization Management	Care Management	Pended Claims	Fraud, Waste, and Abuse	Business Rules Management	Integration and Technology
Plan Management	Enrollment and Onboarding	Case management	Member Engagement	Pharmacy Management	Appeals & Grievances	Claims Adjudication	Claims Operations	Security and Management	Process Optimization

Overcoming Complexity



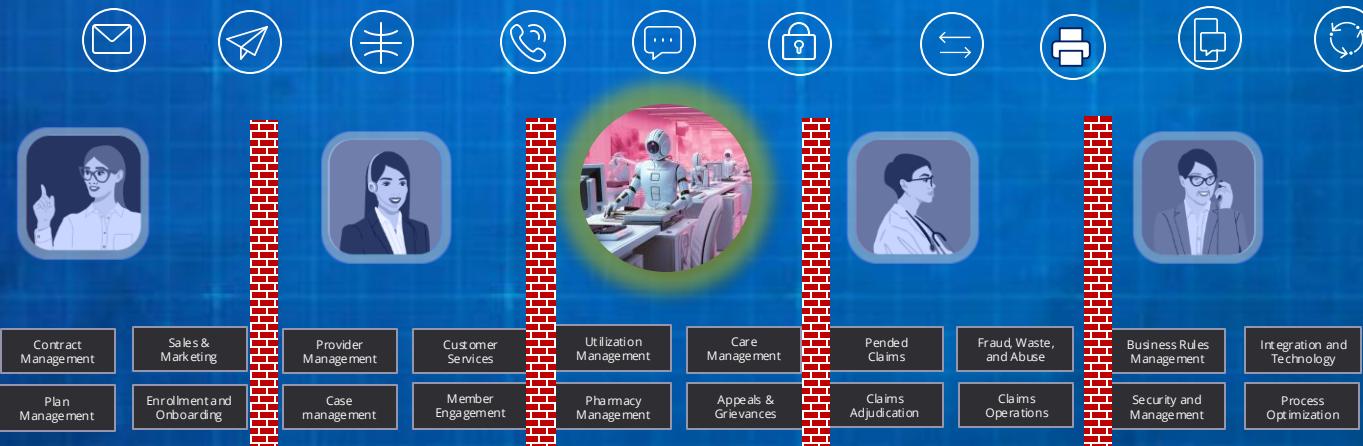
Operate in silos



Effectively Using Agentic AI



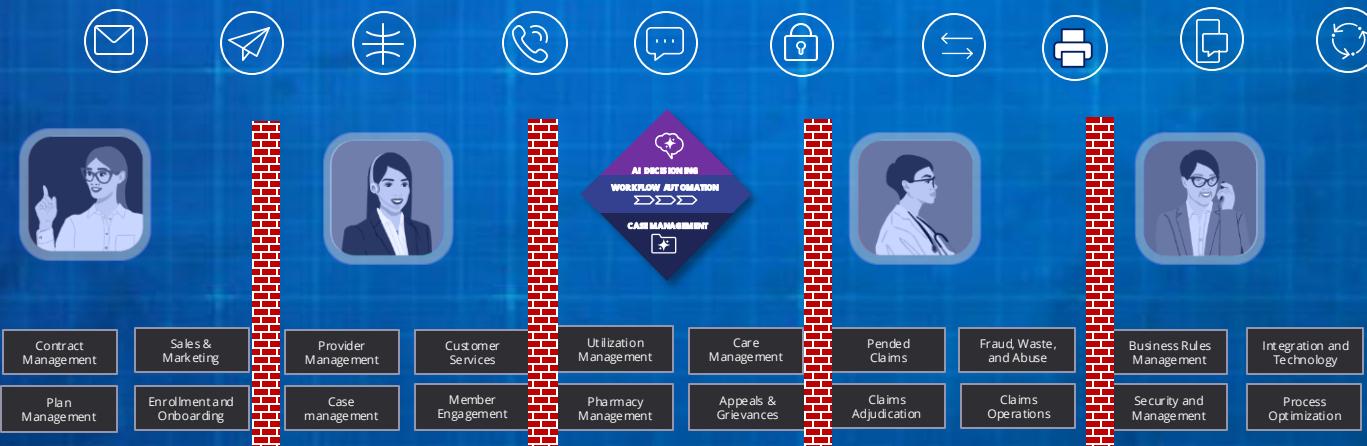
*LLM based Agentic AI agents have difficulty in this environment
The systems are too protected, regulated, and mission critical*



Effectively Using Agentic AI



*This is where Pega's **centralized brain** operates*



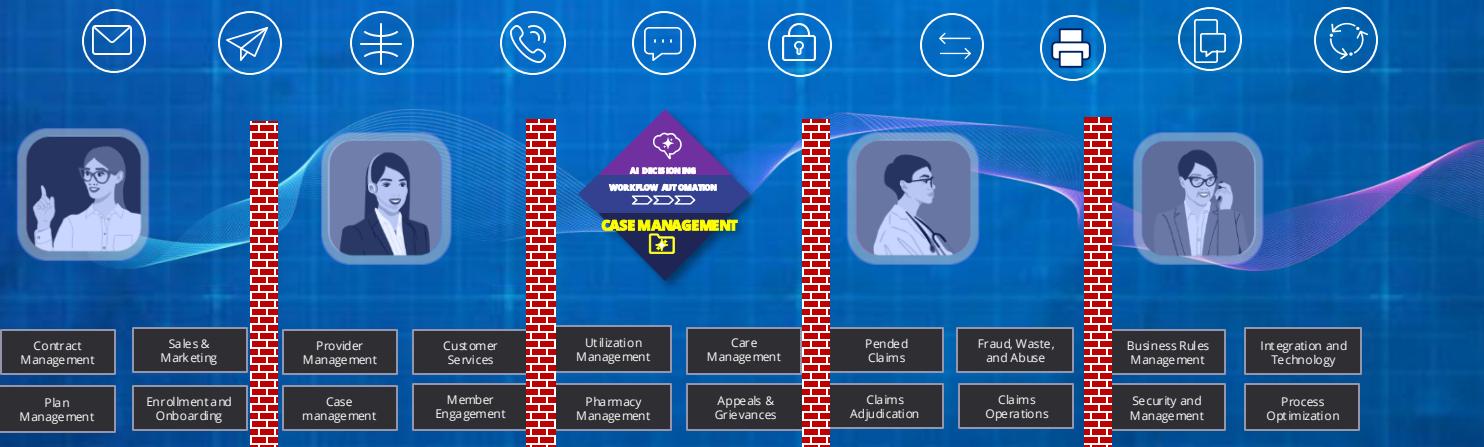
Effectively Using Agentic AI



Each workflow is a **case**
Data is added as needed

Connects to internal and external systems

Curate high-quality data
complete, accurate, relevant



Effectively Using Agentic AI



*Incorporating agents and other assets
In complex, End-to-End processes*



Effectively Using Agentic AI



Enabling Agentic AI agents to do predictable work



Effectively Using Agentic AI

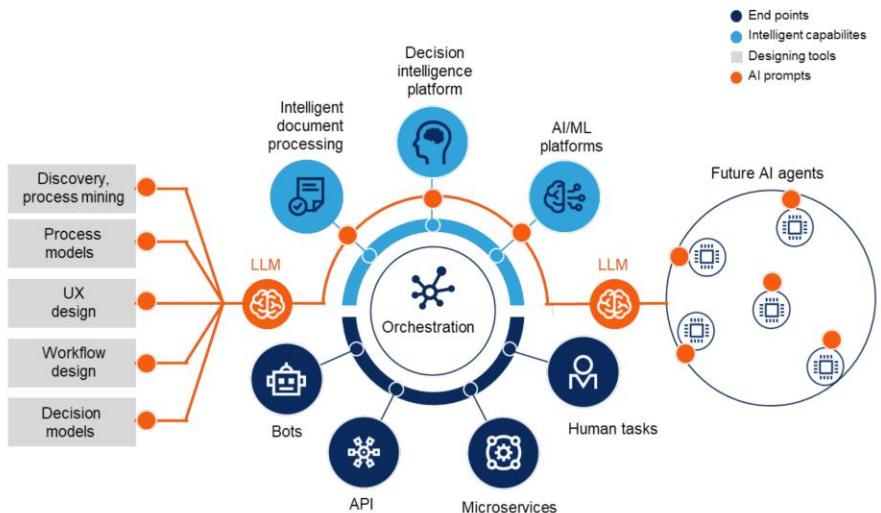


Interoperability standards like FHIR, extend agentic fabric to providers to automate work and improve continuity of care.



Built on a Solid Foundation

“Successful transformation employing Agentic AI uses an **orchestration platform**”



Source: Gartner

Business Orchestration and Automation Technology

ORCHESTRATION PLATFORM FOR THE AI FUTURE

BOAT is a class of technology that enables orchestration of a wide range of business processes

Automate them while connecting disparate enterprise applications

Augmenting business operations with AI capabilities.

Gartner[®]

Payer as Care Partner

Agentic Experience



Proactively engage patients throughout their journeys
Activating them to achieve the best outcome

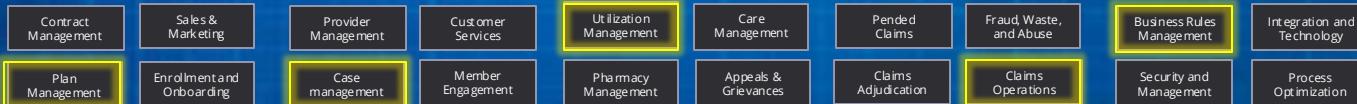
Channels



People



Business Systems



Process

Provider Contracting

Agentic Experience



Member



Provider

Contract

Time

Work

Agents could Orchestrate and Automate contract workflows, integrate data from multiple sources, and provide real-time insights for faster decision-making. Reduce administrative burden, ensuring compliance, and optimizing provider network management.

Channels



People



Business Systems

Contract Management	Sales & Marketing	Provider Management	Customer Services	Utilization Management	Care Management	Pended Claims	Fraud, Waste, and Abuse	Business Rules Management	Integration and Technology
Plan Management	Enrollment and Onboarding	Case management	Member Engagement	Pharmacy Management	Appeals & Grievances	Claims Adjudication	Claims Operations	Security and Management	Process Optimization

Process

Provider Credentialing

Agentic Experience



Member



Provider

Contract

Credential

Time

Work

Agents could streamline the credentialing process by automating verification, integrating with external verification sources, and continuously monitoring credential status.

Channels



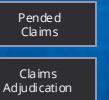
People



4L



Business Systems



Process

Provider Onboarding

Agentic Experience



Member



Provider



Time

Work

AI orchestration transforms onboarding by creating intelligent workflows that guide providers through each step, automatically triggering required actions, and providing real-time status updates

Channels



People



Business Systems

Contract Management	Sales & Marketing	Provider Management	Customer Services	Utilization Management	Care Management	Pended Claims	Fraud, Waste, and Abuse	Business Rules Management	Integration and Technology
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Process

Provider Integration

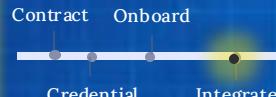
Agentic Experience



Member



Provider



Time

Work

Agents connect across provider systems and payer platforms for seamless data exchange and real-time data sharing across disparate systems.

Channels



People



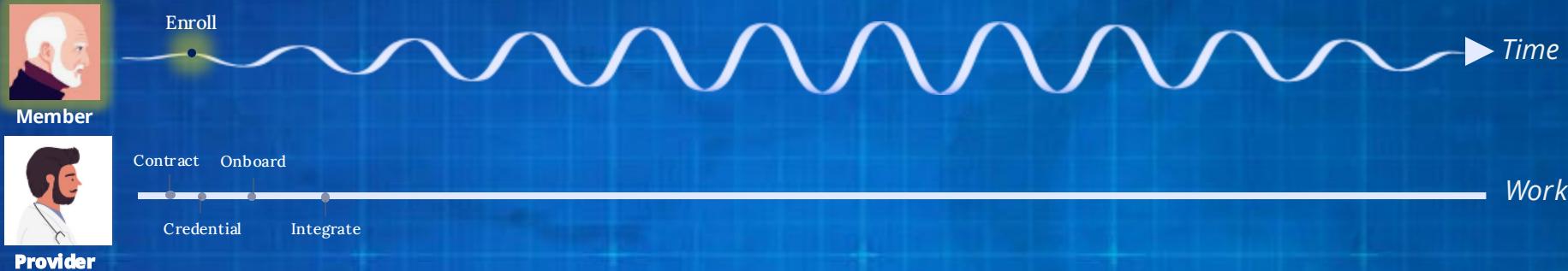
Business Systems



Process

Member Enrollment

Agentic Experience

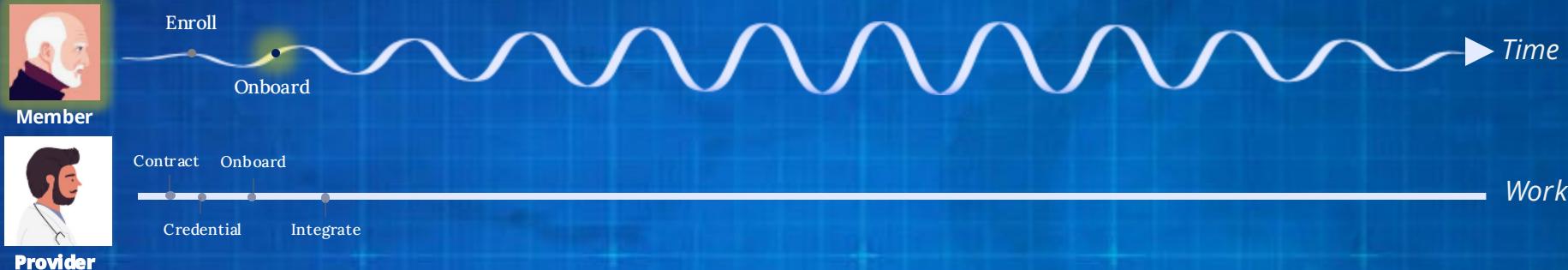


Agents integrate with third-party systems, provide real-time status updates, automate eligibility verification, reduce processing time, improve accuracy, creating a seamless onboarding experience.



Member Onboarding

Agentic Experience

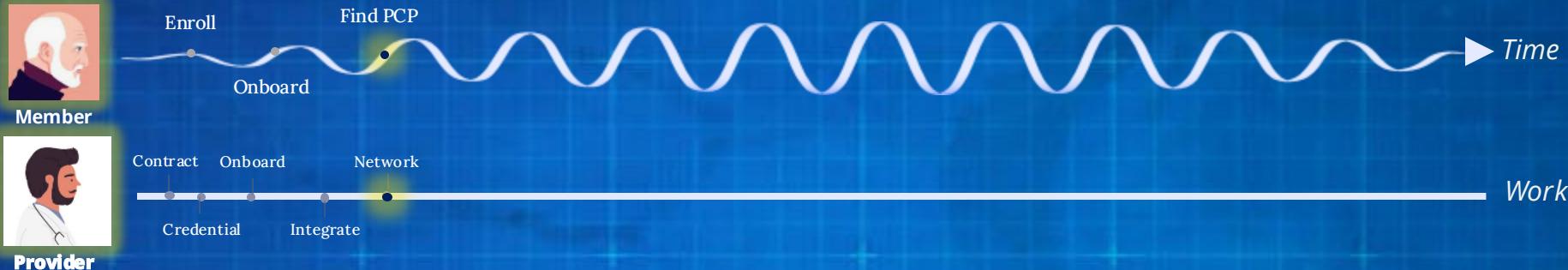


Personalized journeys, proactive outreach, and multi-channel engagement strategies improves member understanding of benefits, increases early engagement, and reduces future service inquiries.



Finding PCP

Agentic Experience

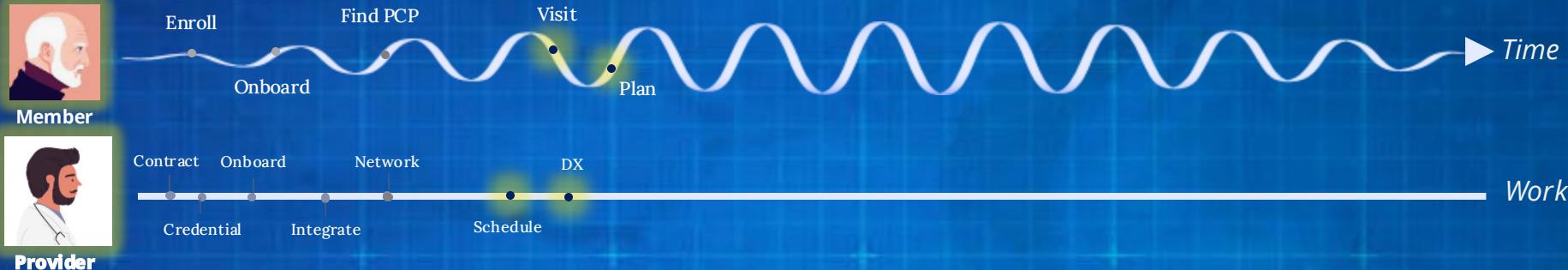


Agents can analyze member data, suggest appropriate PCPs, facilitates seamless PCP selection and changes through intelligent workflows, improving member satisfaction and care continuity.

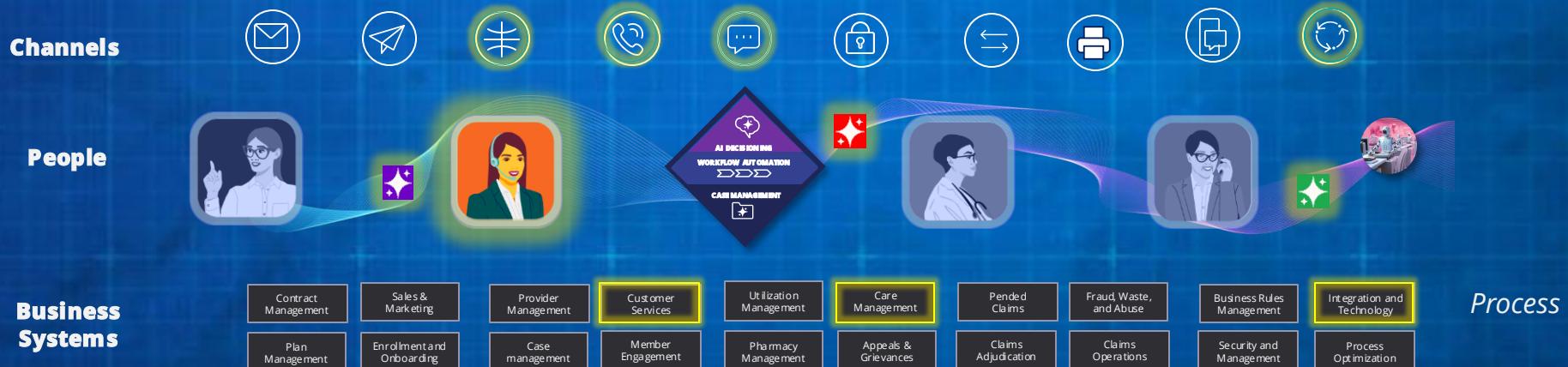


Provider Visit

Agentic Experience

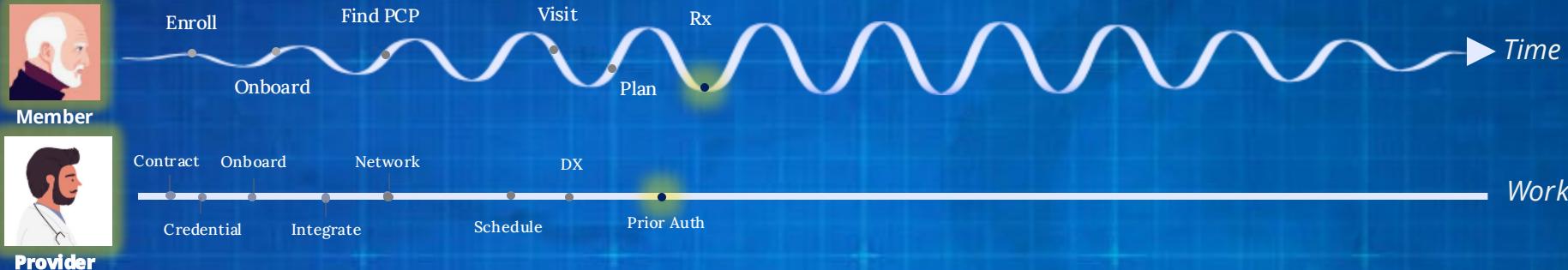


Agents streamline scheduling and coordination between members, providers, and health plans. Omnichannel appointment scheduling, automated reminders, and care plan coordination.



Prior Authorizations

Agentic Experience



Intelligent decisioning to automatically approve PA requests, routes complex cases, integrates clinical guidelines, and reduces authorization turnaround times from days to minutes.

Channels



People



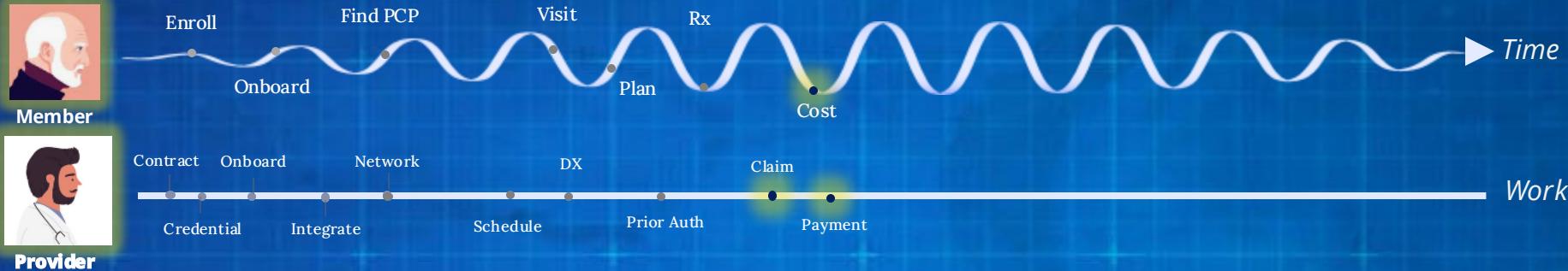
Business Systems



Process

Claims

Agentic Experience



Automate adjudication, detects anomalies, and routes exceptions efficiently, reduces processing costs, and improves payment accuracy while maintaining compliance

Channels



People



Business Systems



Appeals & Grievances

Agentic Experience



Intelligently categorizing cases, routing to specialists, tracking regulatory timeframes, and suggesting resolutions based on similar cases. This ensures compliance with regulatory timeframes.

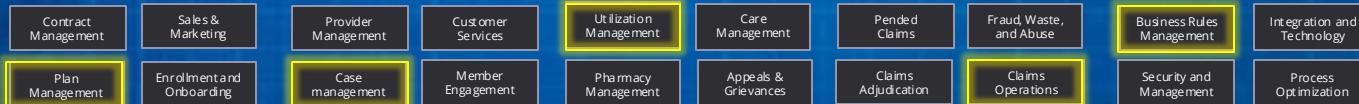
Channels



People



Business Systems



Process

Hospitalizations

Agentic Experience



Integrate with admission systems, automate utilization reviews, coordinate and orchestrate post-discharge care, reduce readmission, improve transitions, and optimize Length Of Stay

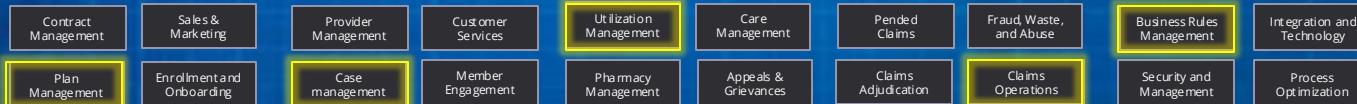
Channels



People



Business Systems



Process

Ongoing Support

Agentic Experience



Hyper-personalized monitoring of compliance, intelligent intervention based on detected change to achieve the goal of improving health outcomes, reducing costs, and enhancing member experience.

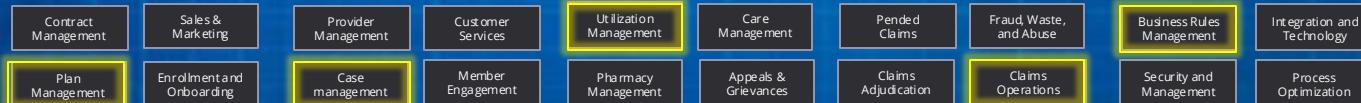
Channels



People



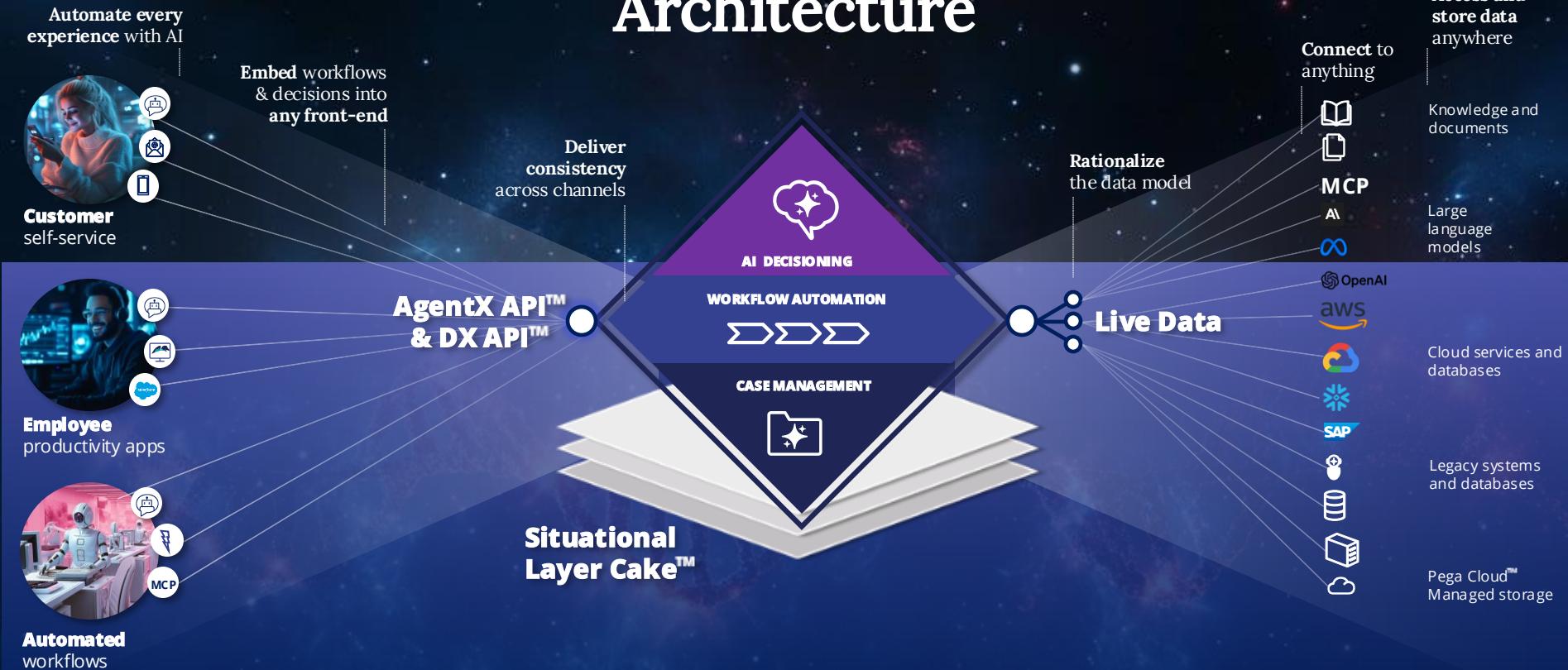
Business Systems



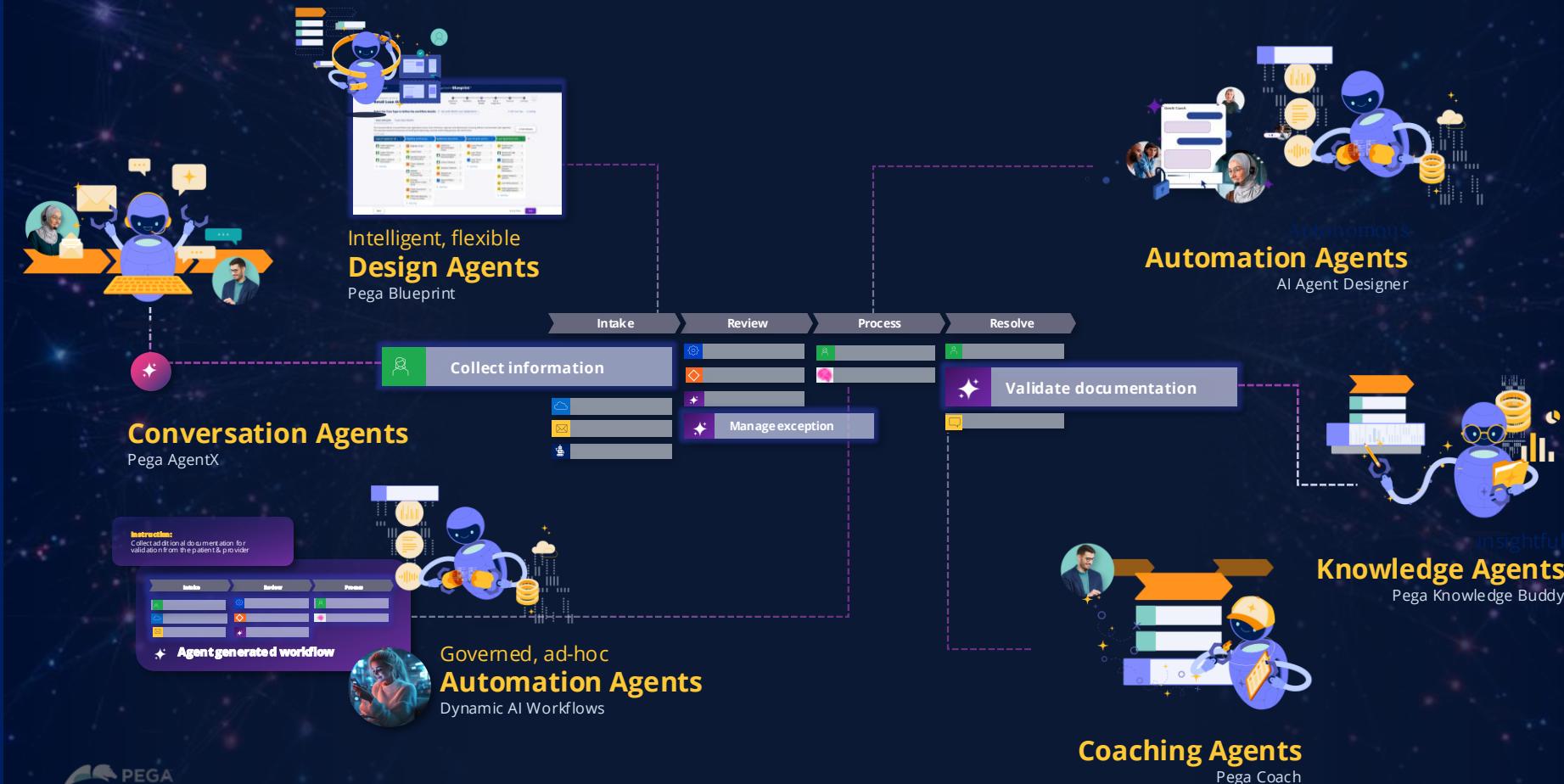
Process

In Pega Infinity'25

Center-out Agentic Architecture



Predictable AI Agents

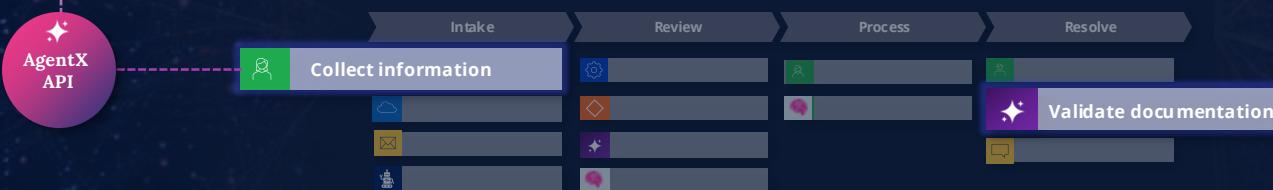


Fuel AI with *Trusted workflows*

AgentX API™

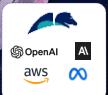


Orchestration · Governance · Auditability



Turn any
workflow into
agent fuel,
immediately.

Orchestrate the
right agent at the
right time.



The foundations of an Agent Fabric



Orchestration · Governance · Auditability

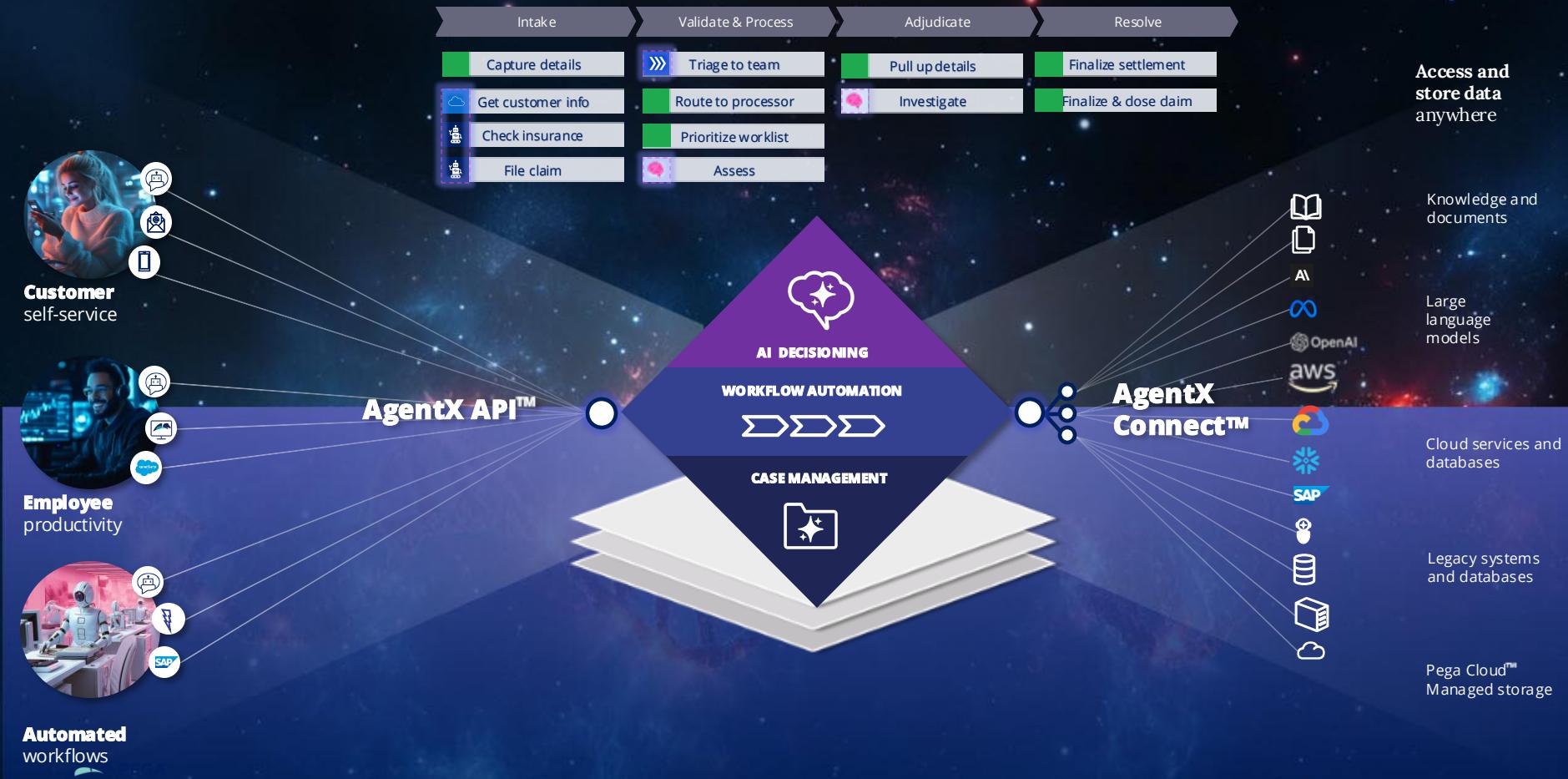


Orchestrate the right agent at the right time.

Turn any workflow into agent fuel, instantly.



GenAI Blueprint™



Achieving Scale



Intelligent, flexible Design Agents

Pega Blueprint

Increase **speed**
to market

HEALTHCARE INSURANCE (PAYER) - BP-330486

Predictal™

Define workflow details for: **Prior Authorization** ▼

[Edit Case Type](#) [Settings](#)

Application Context Workflows Workflow Details Data & Integrations Personas Features Summary

Case Lifecycle Case Data Model

Initiate and manage the process of obtaining prior authorization for medical services or procedures. This involves assessing medical necessity, verifying insurance coverage, and ensuring compliance with payer guidelines using Predictal™. The workflow includes steps for submission, review, determination, and communication of authorization decisions, streamlining the...

Show more.

Primary Stages

Intake Request	Auto Authorization	UM Review	Notification
<ul style="list-style-type: none">Select memberCollect request detailsCollect service detailsCollect requesting providerCollect servicing providerCollect servicing locationAttach supporting relevant documentationIs pharmacy auth request?Yes, route to pharmacy work	<ul style="list-style-type: none">Is possible duplicate request?Display possible duplicatesYes, offer to resolve as duplicateNo, continue with auto auth rule review	<ul style="list-style-type: none">Evaluate pend for requested service/procedureReview Clinical CriteriaDoes request meet criteria?Yes, approve requestNo, route to alternate stage medical director review	<ul style="list-style-type: none">Identify correspondenceSend notification to memberSend notification to requesting providerUpdate and resolve case status

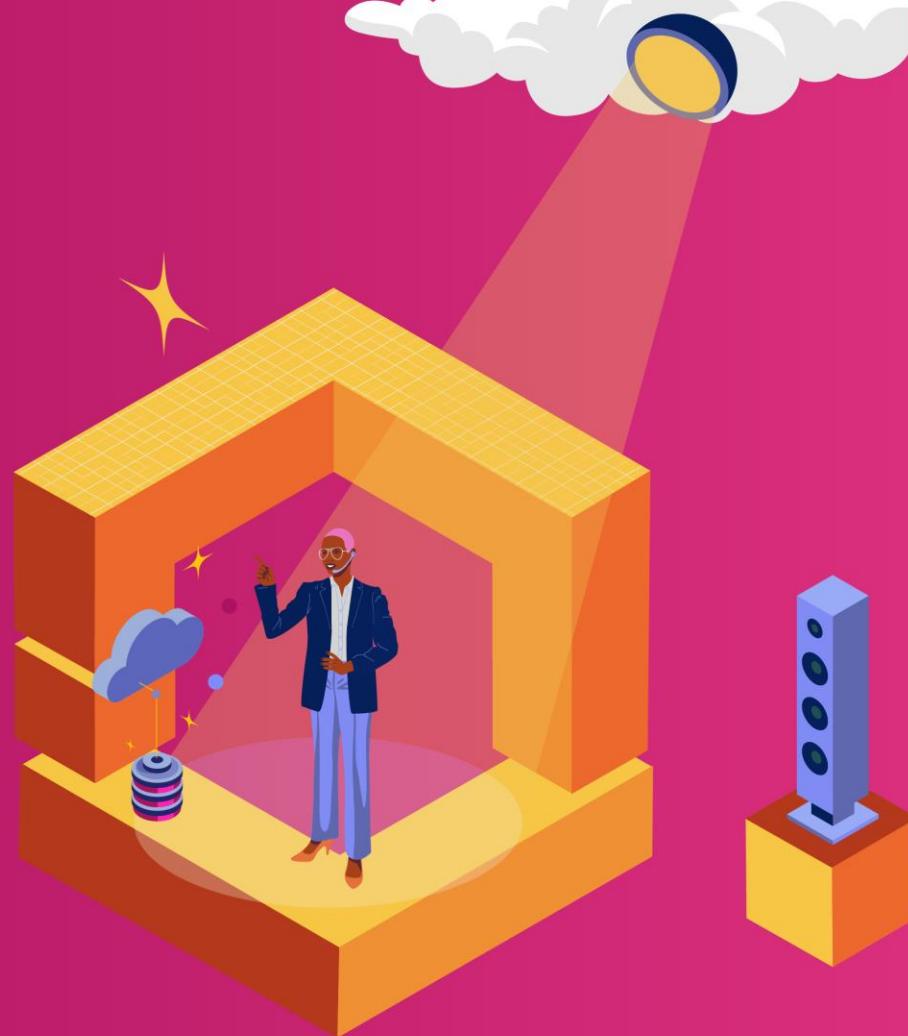
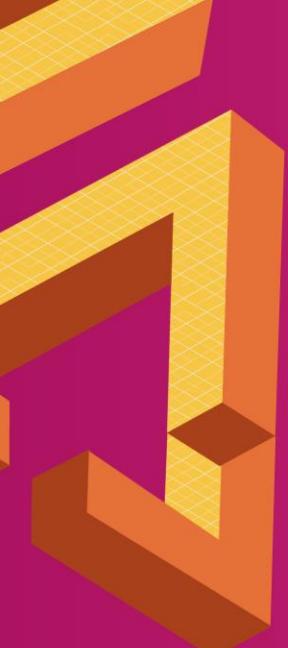
[+ Add Step](#)

Alternate Stages

Pend Review
<ul style="list-style-type: none">Notify user of pendEvaluate pendIs Pend by UM or MD?Yes, route to MDNo, route for review of pendReview for benefit evaluationReview for missing or needed informationDetermine pend decisionreturn to review

Glimpse into the Future





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