



PegaWorld


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**

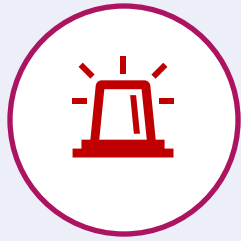


**Overwhelm  
healthcare  
system**



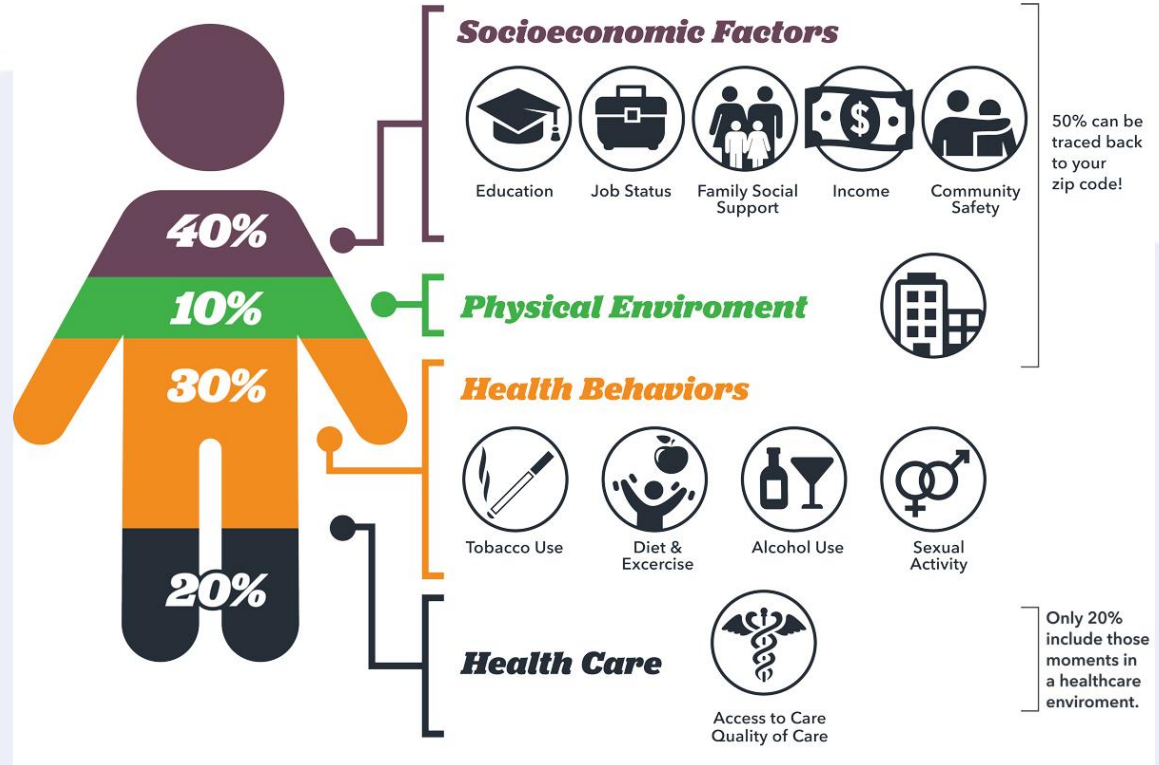
**Drive  
unsustainable  
costs**

# 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.

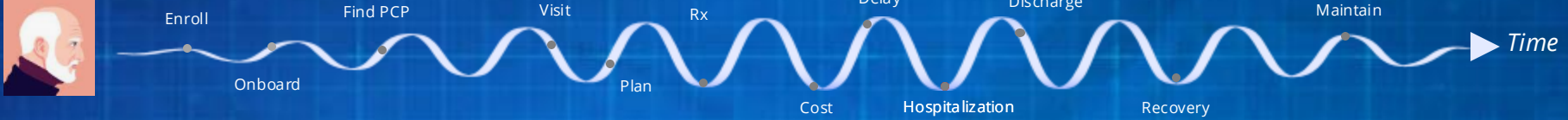
**Workforce issues:** Boosting capacity while struggling to hire, train and retain employees.

***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

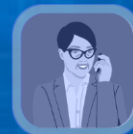


*Providers examine, diagnose, and treat problems*

# 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*



Contract Management

Sales & Marketing

Provider Management

Customer Services

Utilization Management

Care Management

Pending Claims

Fraud, Waste, and Abuse

Business Rules Management

Integration and Technology

Plan Management

Enrollment and Onboarding

Case management

Member Engagement

Pharmacy Management

Appeals & Grievances

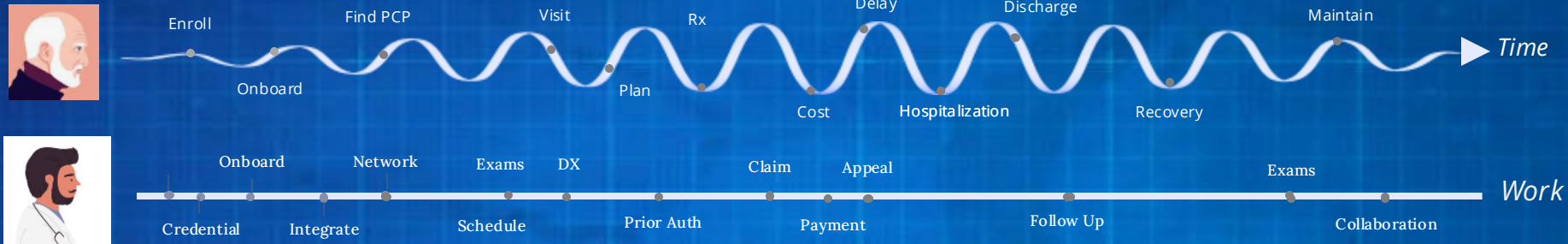
Claims Adjudication

Claims Operations

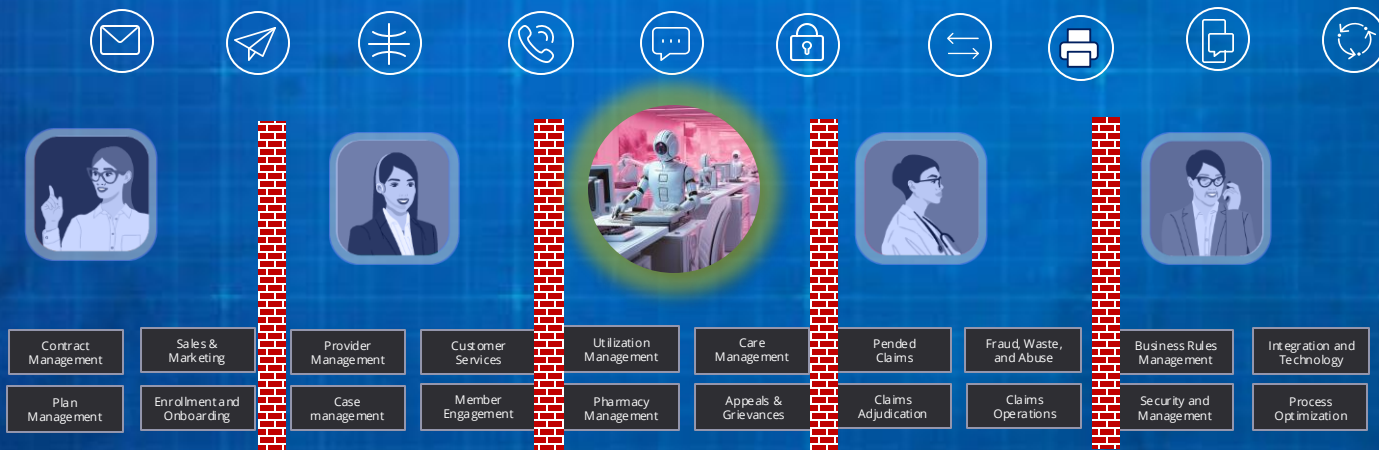
Security and Management

Process Optimization

# Effectively Using Agentic AI



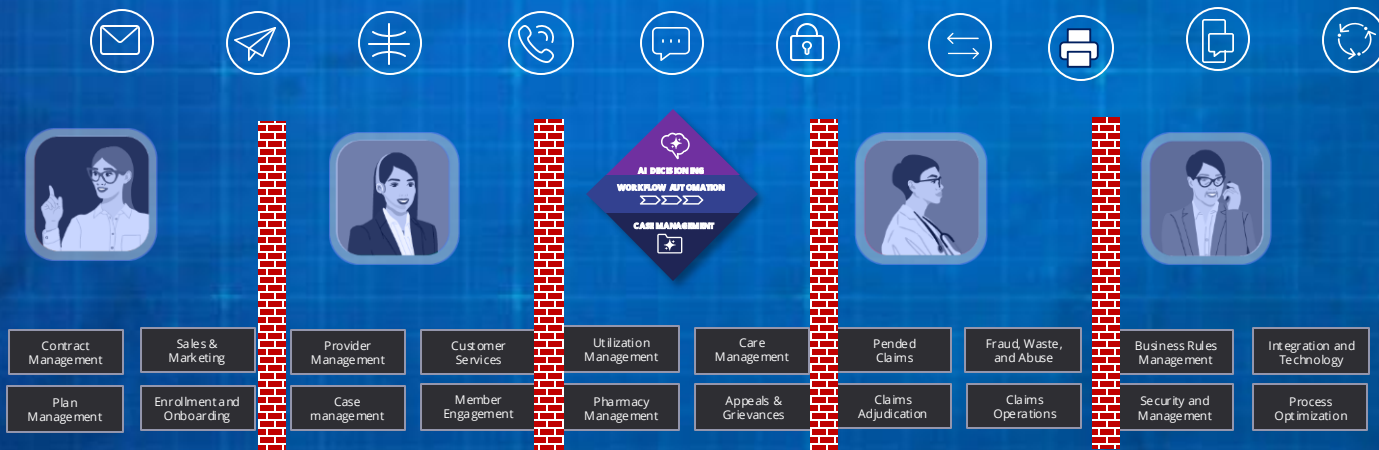
***LLM based Agentic AI agents have difficulty in this environment  
The systems are too protected, regulated, and mission critical***



# Effectively Using Agentic AI



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





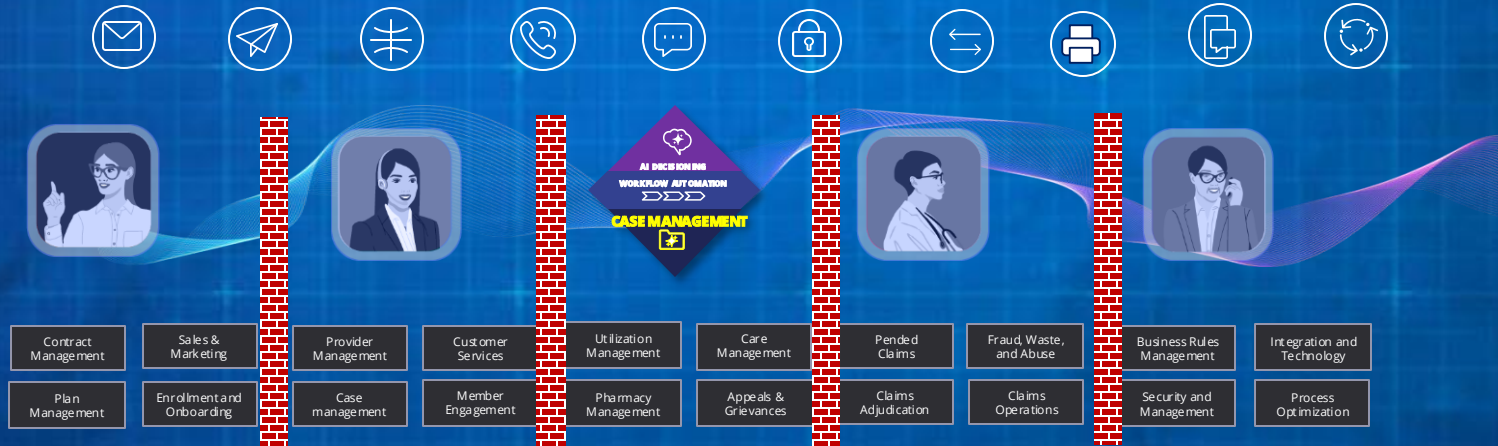
# Effectively Using Agentic AI



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

*Connects to internal and external systems*

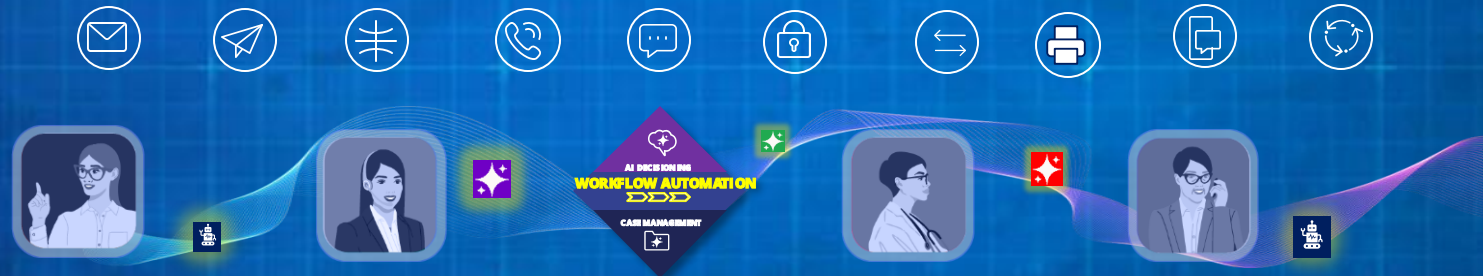
**Curate** high-quality data  
complete, accurate, relevant



# Effectively Using Agentic AI



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

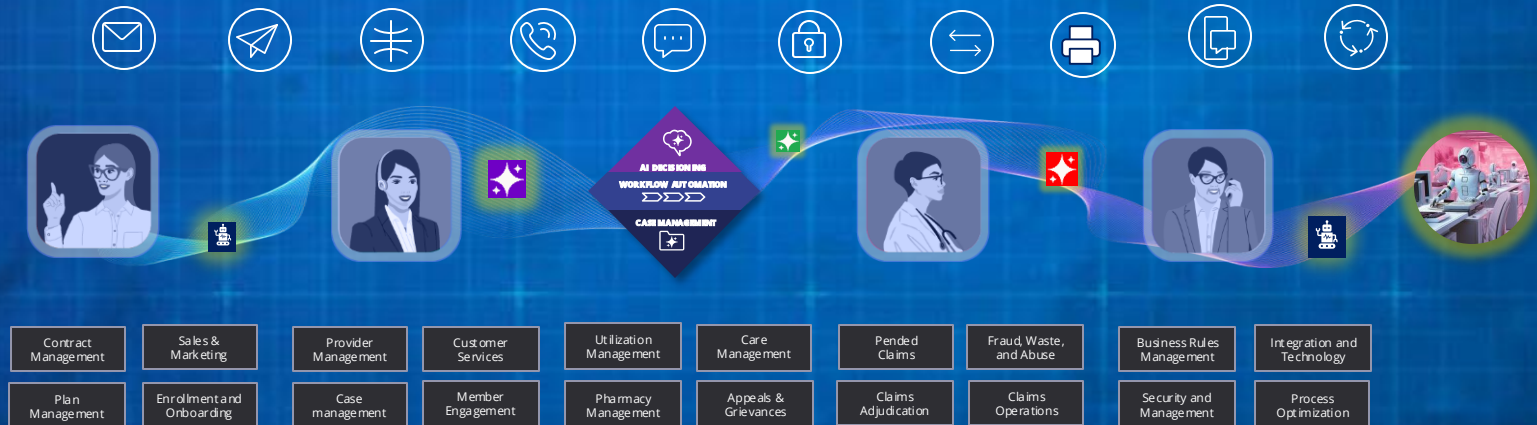


Contract Management	Sales & Marketing	Provider Management	Customer Services	Utilization Management	Care Management	Pending Claims	Fraud, Waste, and Abuse	Business Rules Management	Integration and Technology
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# Effectively Using Agentic AI



*Enabling Agentic AI agents  
to do predictable work*

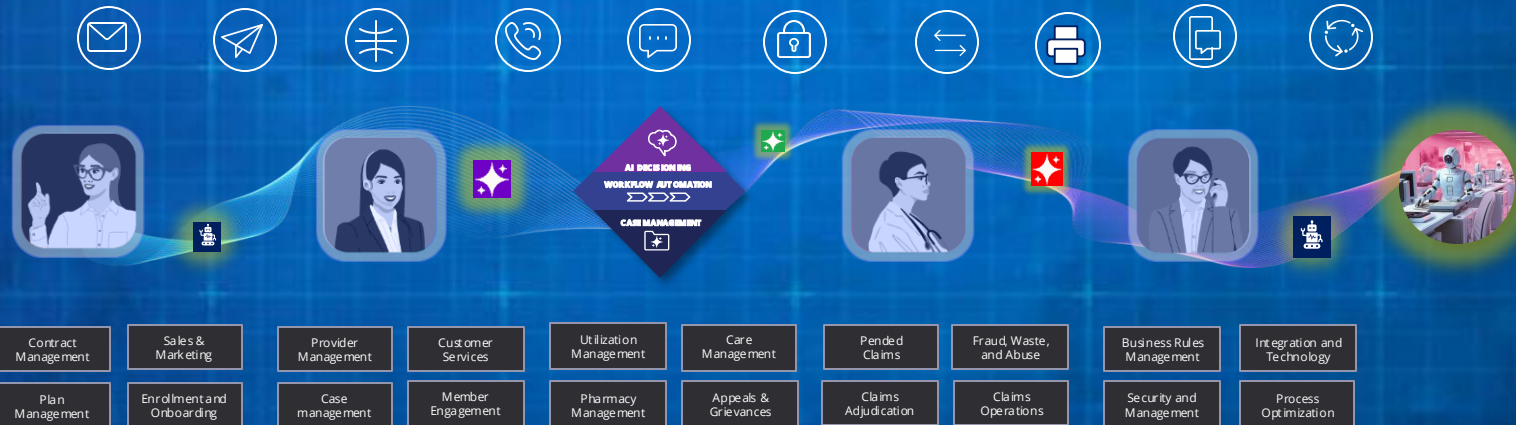




# Effectively Using Agentic AI



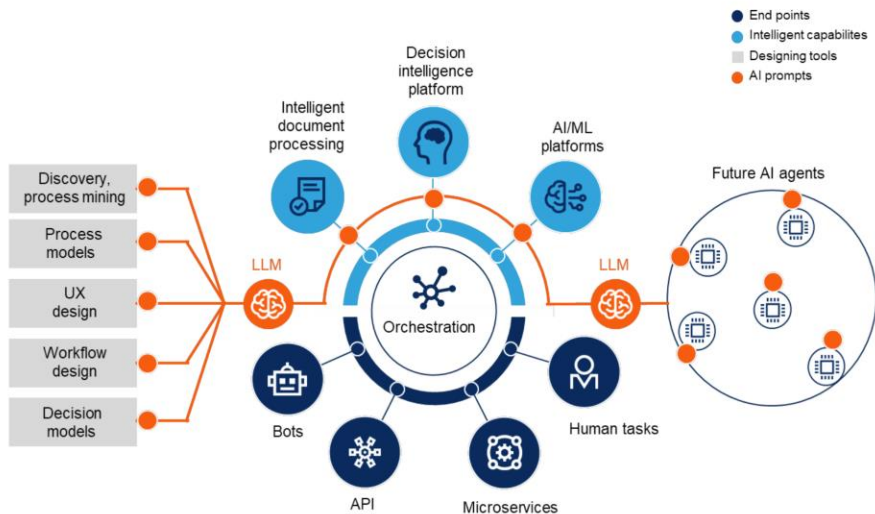
*Interoperability standards like FHIR, extend agentic fabric to providers to automate work and improve continuity of care.*





# 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**

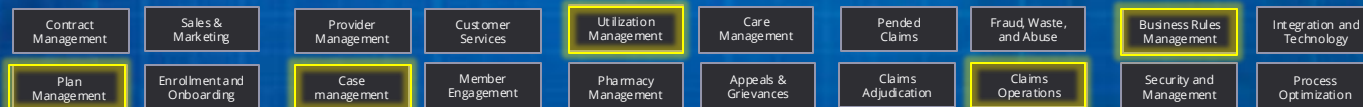
## Channels



## 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



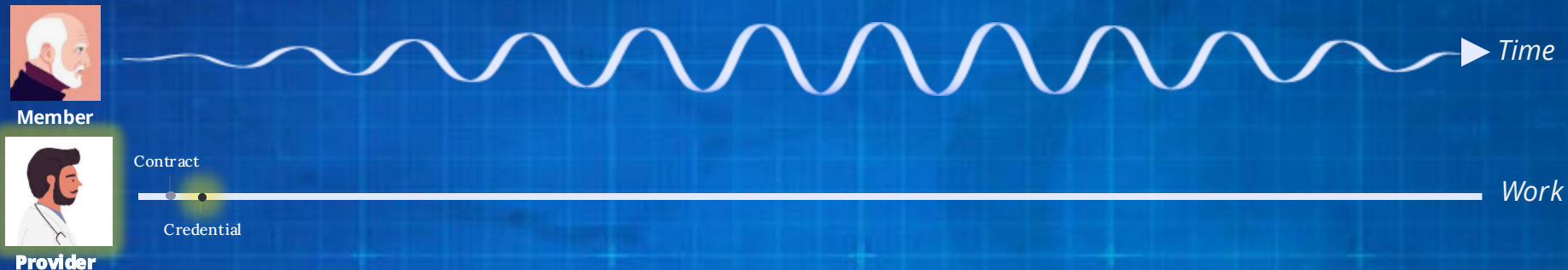
Business Systems

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Process

# Provider Credentialing

## Agentic Experience



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

### Channels



### People



### Business Systems

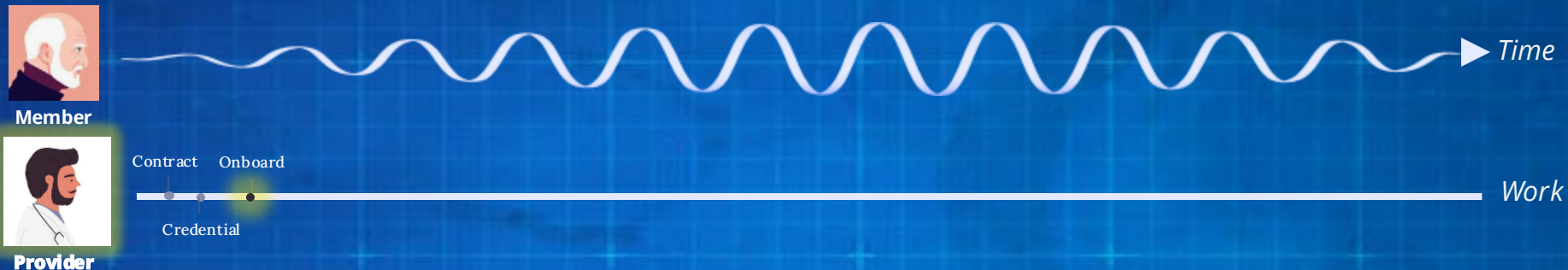


### Process



# Provider Onboarding

## Agentic Experience



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

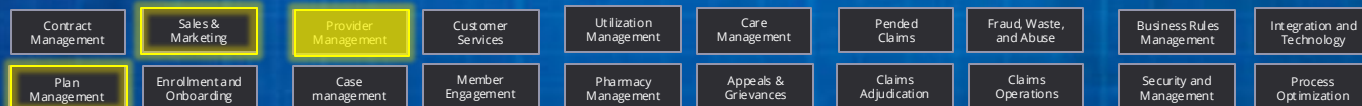
### Channels



### People



### Business Systems

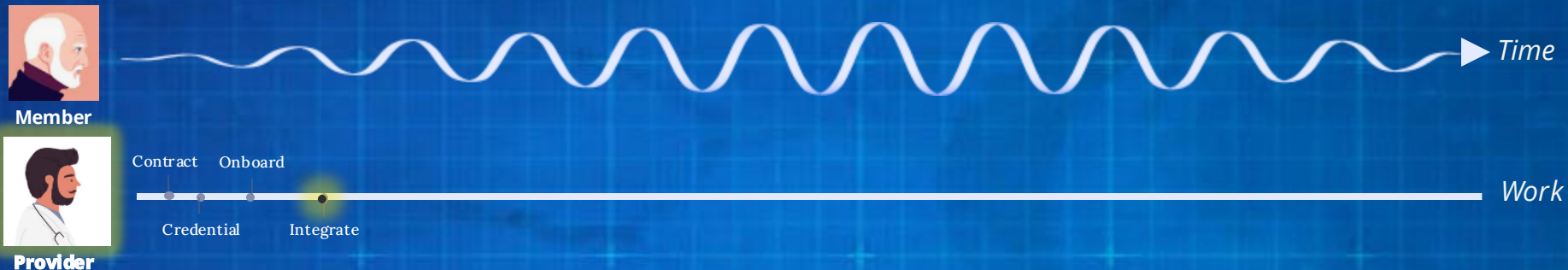


### Process



# Provider Integration

# Agentic Experience



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



Member



Provider

Enroll



Contract Onboard

Credential Integrate

Work

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

## Channels



## People



## Business Systems

Contract Management

Sales & Marketing

Provider Management

Customer Services

Utilization Management

Care Management

Pending Claims

Fraud, Waste, and Abuse

Business Rules Management

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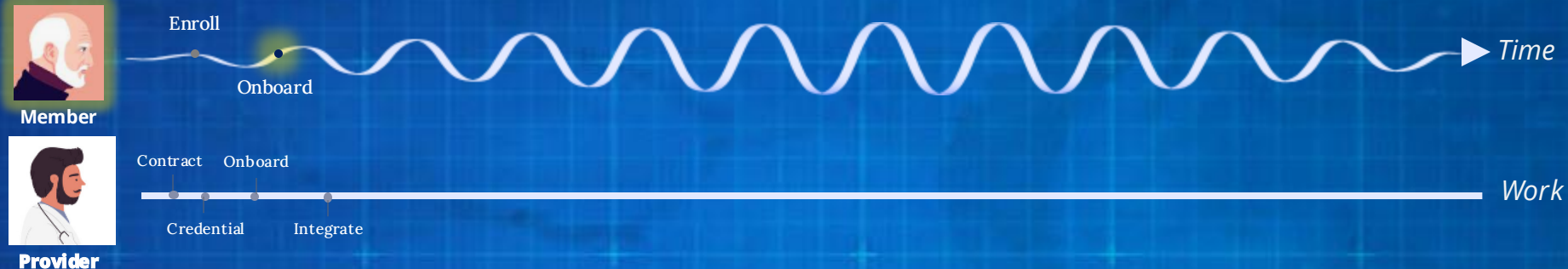
Process Optimization

## Process



# 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.

### Channels



### People



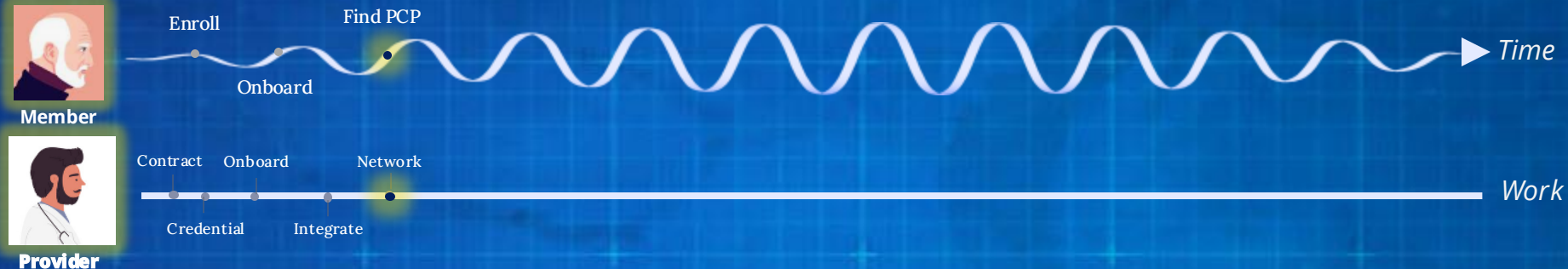
### Business Systems

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### Process

# 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.

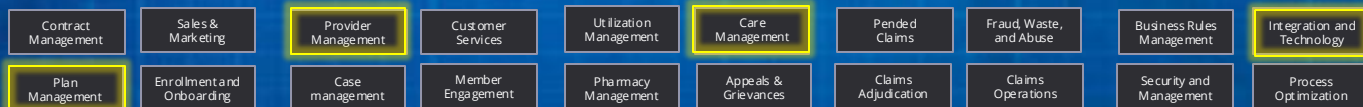
### Channels



### People



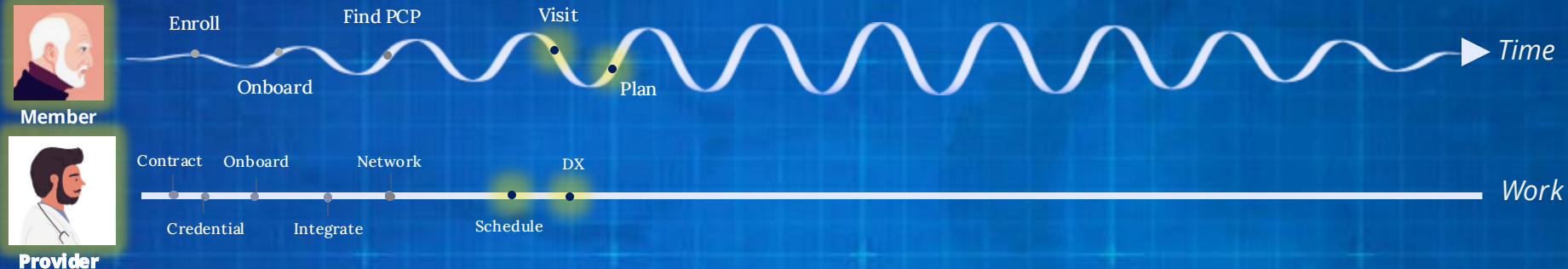
### Business Systems



### Process

# Provider Visit

# Agentic Experience



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

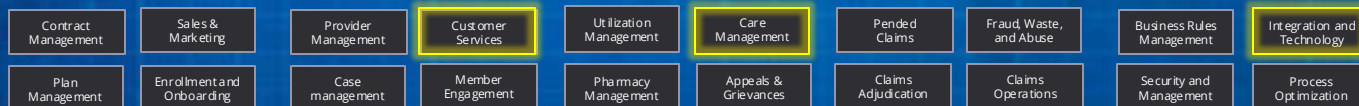
## Channels



## People



## Business Systems

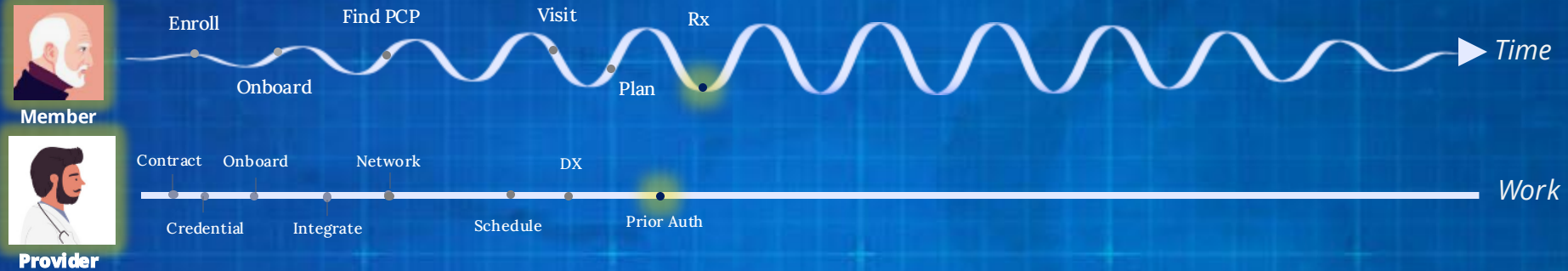


## Process

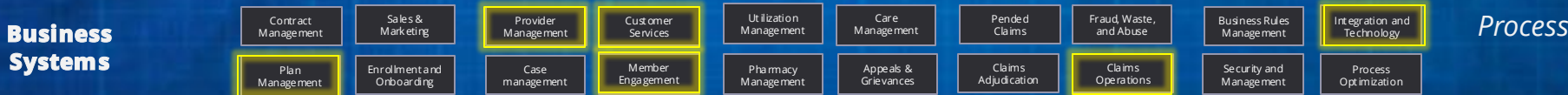


# Prior Authorizations

# Agentic Experience



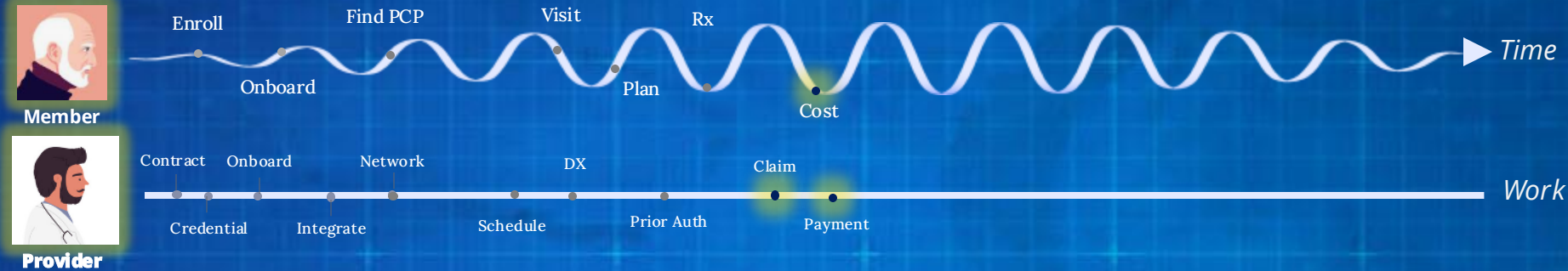
Intelligent decisioning to automatically approve PA requests, routes complex cases, integrates clinical guidelines, and reduces authorization turnaround times from days to minutes.





# 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



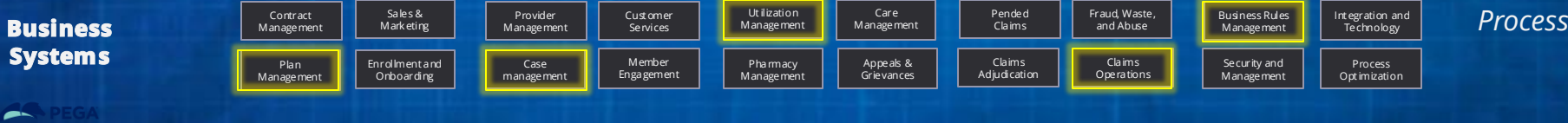
## Process

# 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.



# Hospitalizations

# Agentic Experience

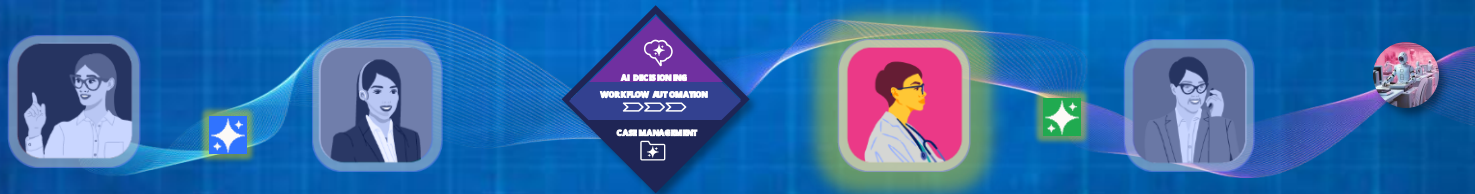


Integrate with admission systems, automate utilization reviews, coordinate and orchestrate post-discharge care, reduce readmission, improve transitions, and optimize Length Of Stay

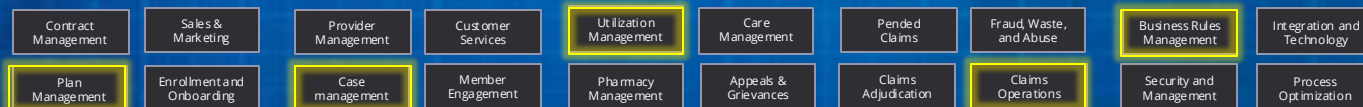
## Channels



## 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.

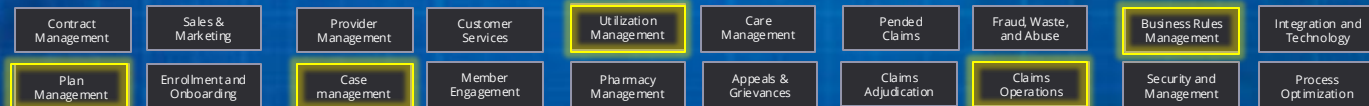
## Channels



## People



## Business Systems



## Process



# In Pega Infinity'25 Center-out Agentic Architecture

Automate every  
experience with AI



**Customer**  
self-service

Embed workflows  
& decisions into  
any front-end



**Employee**  
productivity apps



**Automated**  
workflows

Deliver  
consistency  
across channels

**AgentX API™  
& DX API™**

**Situational  
Layer Cake™**



**AI DECISIONING**

**WORKFLOW AUTOMATION**



**CASE MANAGEMENT**



Rationalize  
the data model

**Live Data**

Connect to  
anything



Access and  
store data  
anywhere

Knowledge and  
documents



**MCP**

AI



Large  
language  
models

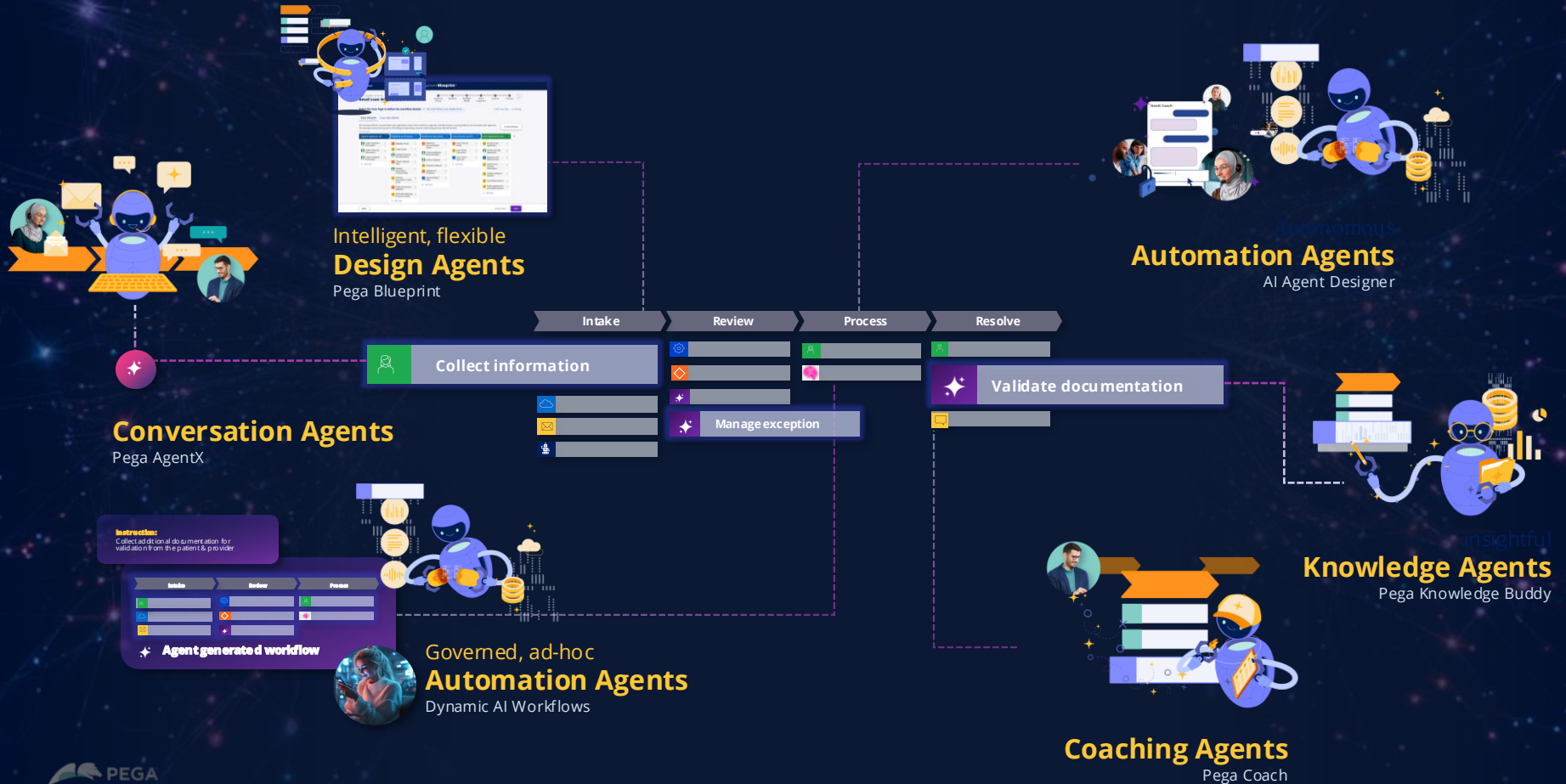


Cloud services and  
databases

Legacy systems  
and databases

Pega Cloud™  
Managed storage

# Predictable AI Agents



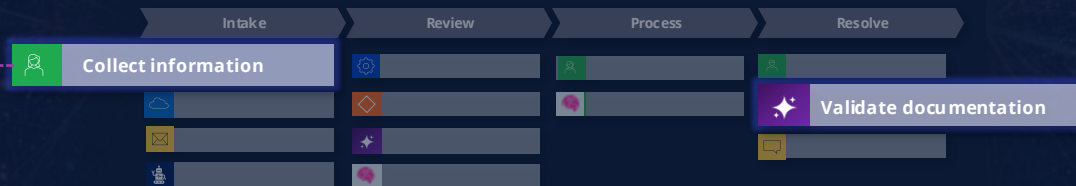
# Fuel AI with *Trusted workflows*

AgentX API™



Turn any  
workflow into  
agent fuel,  
immediately.

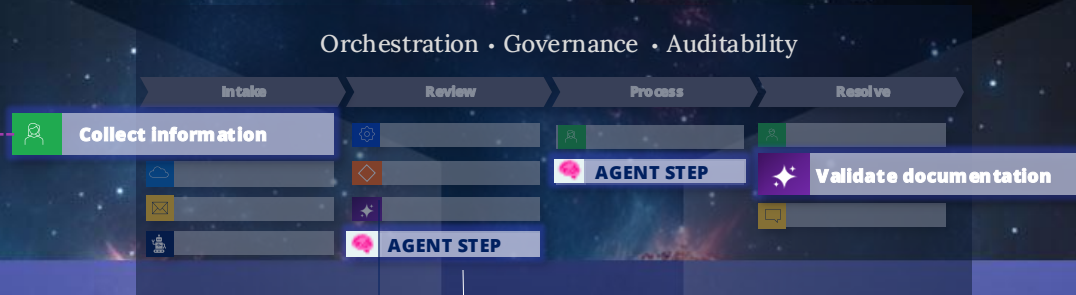
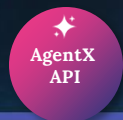
Orchestration • Governance • Auditability



Orchestrate the  
right agent at the  
right time.



# The foundations of an *Agent Fabric*



Orchestrate the  
right agent at the  
right time.

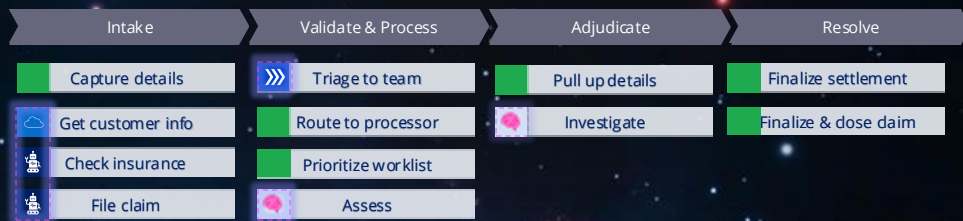


Turn any  
workflow into  
agent fuel,  
instantly.





# GenAI Blueprint™



Access and  
store data  
anywhere

Knowledge and  
documents

Large  
language  
models

Cloud services and  
databases

Legacy systems  
and databases

Pega Cloud™  
Managed storage



**Customer**  
self-service



**Employee**  
productivity



**Automated**  
workflows

**AgentX API™**

AI DECISIONING

WORKFLOW AUTOMATION



CASE MANAGEMENT



**AgentX  
Connect™**



AI



OpenAI



# Achieving Scale



Intelligent, flexible

## Design Agents

Pega Blueprint

Increase **speed**  
to market

HEALTHCARE INSURANCE (PAYER) • BP-330486

### Predictal™

1 Application Context 2 Workflows 3 Workflow Details 4 Data & Integrations 5 Personas 6 Features 7 Summary

Define workflow details for: [Prior Authorization](#) [Edit Case Type](#) [Settings](#)

[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	Pend Review
<ul style="list-style-type: none"><li>Select member</li><li>Collect request details</li><li>Collect service details</li><li>Collect requesting provider</li><li>Collect servicing provider</li><li>Collect servicing location</li><li>Attach supporting relevant documentation</li><li>Is pharmacy auth request?</li><li>Yes, route to pharmacy work</li></ul>	<ul style="list-style-type: none"><li>Is possible duplicate request?</li><li>Display possible duplicates</li><li>Yes, offer to resolve as duplicate</li><li>No, continue with auto auth rule review</li></ul> <a href="#">+ Add Step</a>	<ul style="list-style-type: none"><li>Evaluate pend for requested service/procedure</li><li>Review Clinical Criteria</li><li>Does request meet criteria?</li><li>Yes, approve request</li><li>No, route to alternate stage medical director review</li></ul> <a href="#">+ Add Step</a>	<ul style="list-style-type: none"><li>Identify correspondence</li><li>Send notification to member</li><li>Send notification to requesting provider</li><li>Update and resolve case status</li></ul> <a href="#">+ Add Step</a>	<ul style="list-style-type: none"><li>Notify user of pend</li><li>Evaluate pend</li><li>Is Pend by UM or MD?</li><li>Yes, route to MD</li><li>No, route for review of pend</li><li>Review for benefit evaluation</li><li>Review for missing or needed information</li><li>Determine pend decision</li><li>return to review</li></ul>

# Glimpse into the Future





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