



PegaWorldiNspire

# enGen – Pega-Powered: Simplified Experiences for Healthcare

Gloria Romeo, SVP, Product Development, enGen

Taya Irizarry, Director, Listening Systems & Advanced Analytics





enGen  
powering healthtech

## Who is enGen

enGen's dynamic ecosystem of smart automation, and technology supports and streamlines complex operations for health plans and their provider partners

- 6,000+ global enGeneers
- 11 million Blues members served
- \$200+ million in yearly technology investment
- 5 star products, across multiple Blues & states
- 225+ million claims processed yearly
- 5+ million member and provider calls serviced
- 100+ hired yearly with disabilities
- 2x Pittsburgh Best Places to Work ('21 & '22)
- Forbes' Great Place to Work Certified

# Industry Opportunity

Healthcare in the United States is increasingly **complicated** and **costly**, even for those with health insurance

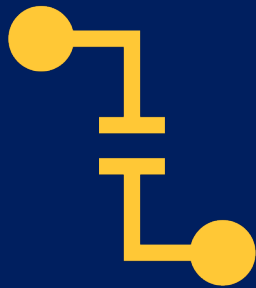
With the increase in complexity and cost, **members expect more** from their health plan

Health plans face challenges in meeting members' expectations due to the **multifaceted** and **disparate** nature of health insurance functions



Need for proactive advice  
to aid members in  
navigating the health  
care system

Disjointed Data



Members desire to  
receive timely  
communications that  
apply to their needs

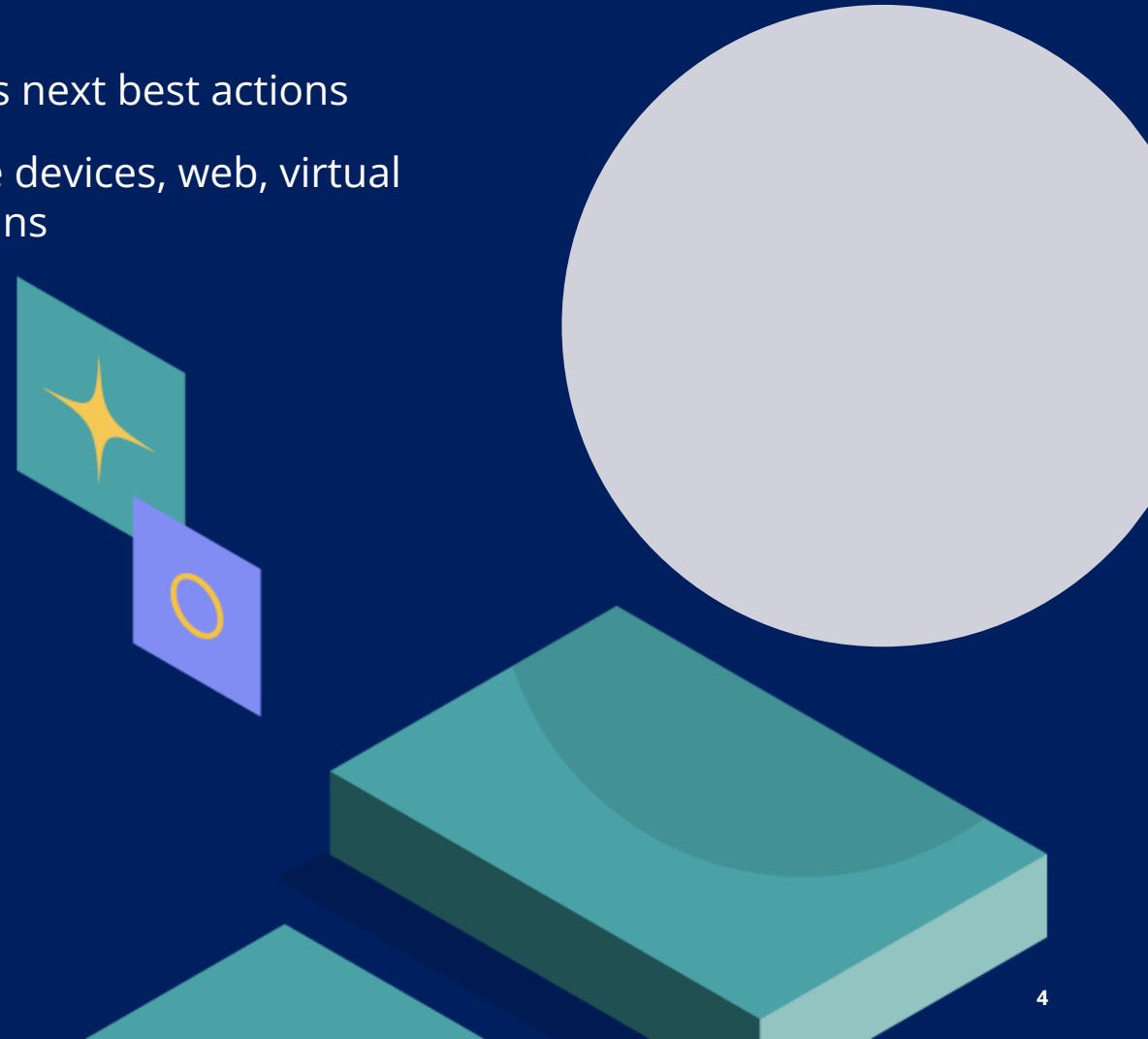


# enGen's Answer: A Multi-Product Solution to Remove Friction for All

- Leveraging Pega's CDH product, the **Member Engagement Hub** (MeHUB) acts as the orchestrator between channels and systems
- Integration with the **Member Listening System** (MLS), provides next best actions
- MeHub enables a member to move effortlessly between mobile devices, web, virtual assistants, the customer service support team, and their clinicians
- Clinicians using our clinical platform Predictal, built on Pega's CM tool, access the information from MeHub and MLS, providing outreach to the right members at the right time



This omnichannel access to **consistent, near-real time data**, results in **better service, improved quality** of care, **healthier members** and a **reduction in costs** associated with systemic waste



# Predicta™



# Evolving with the Industry

As healthcare continues to shift towards consumer-centric, clinically integrated, value-based care; we recognized that our clinical platform must **evolve** to support industry trends



Increasing focus on improving clinical services measurable ROI



Growing need for faster evidence-based decision support and competitive drug pricing



Simplifying experiences through exception-based and point-of-care utilization management



Redesigning business processes and redistributing work



Tighter integration between utilization management and care management



Broader adoption of virtual solutions to enhance patient engagement



Optimizing site-of-care to drive appropriate care costs



Seamless integration between Clinical Services and Member Services

# Enabling Business Outcomes

enGen developed business intelligence and insights capabilities, alongside Predictal, enabling clients to measure and evaluate the clinical, financial, and operating performance of their CM/DM/UM programs and operations



## Clinical Outcomes



## Medical Cost Savings











## Productivity / Throughput



## Patient / Provider Experience



# Value Delivered from an Existing Health Plan using Predictal™

Case Management		Clinical Outcomes	>1% reduction in unnecessary ED use (12 months)
		Customer Experience	Net Promotor Score of 80 from members
		Medical Cost Savings	~\$1.72 PMPM/ \$17M annual reduction in fully insured medical costs
		Administrative Cost Savings	\$1.7 M reduction in administrative budget 2.5x Members served in Case Management and 7% OpEx reduction
Utilization Management		Productivity/ Throughput	Directly observed UM productivity standards increased by 20% after a 6 month ramp up
		Compliance	Highmark recently completed CMS audit in Q2 2023
		Patient/ Provider Experience	Decreased turnaround by 50%
		Overall User Experience	20+ capabilities moved from technical teams to business teams 95% of staff surveyed responded favorably to their Predictal experience



# Predictal™ Differentiators



## Clinician-Optimized Workflow



*Designed by Blues Clinicians for Blues Clinicians*

## Self-Service Configurations



*Alerts, auto-authorization rules, and other critical features can be configured by business users with no IT involvement*

## Whole person view in real-time for ID & Strat



*ID and Stratification considers all factors that can impact health and provide recommendations in near-real time*

## Clinical Criteria Integration



*Built-in integrations with MCG Clinical Content with extensibility for Interqual or custom medical policy which can be used for auto-determination*

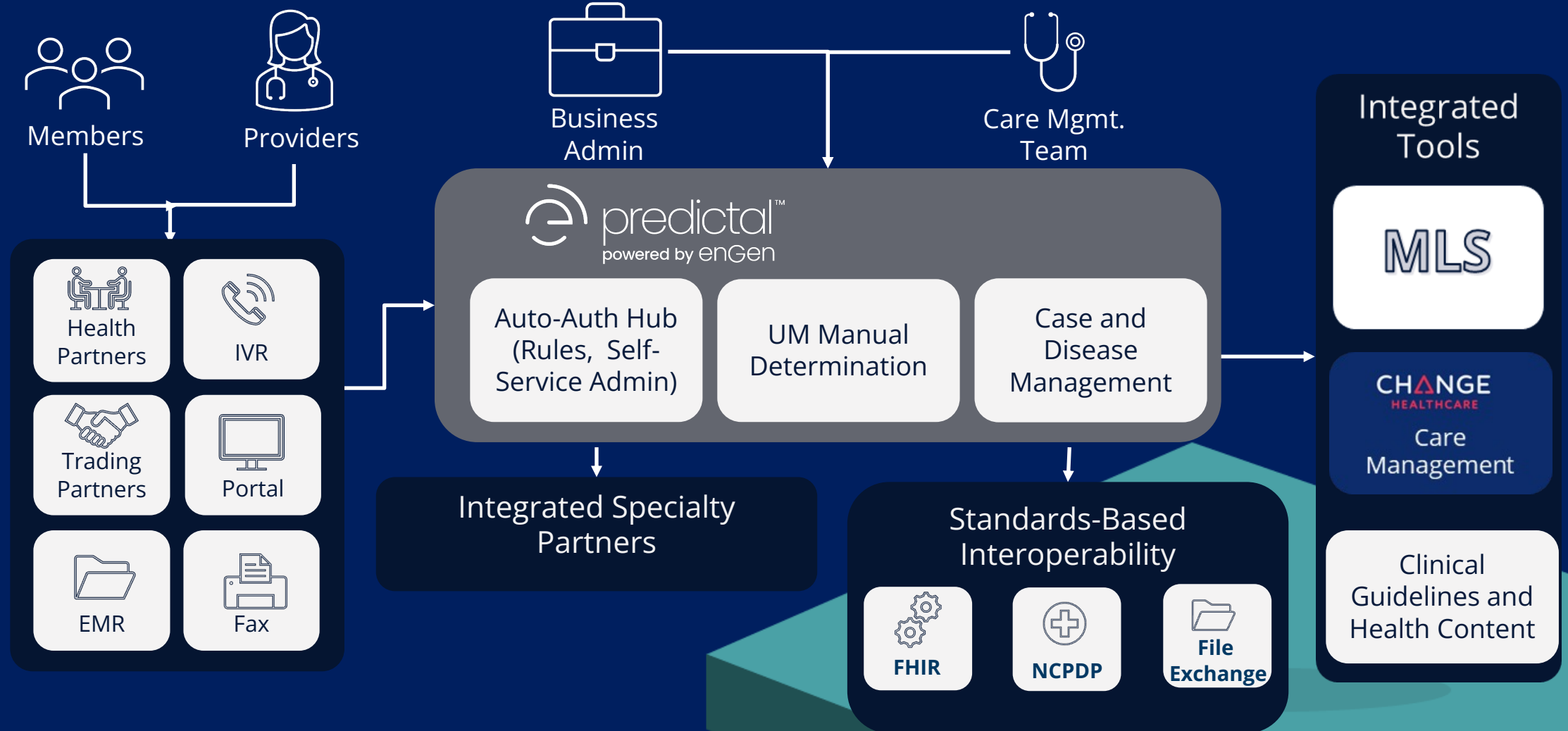
## Secure "from the start"



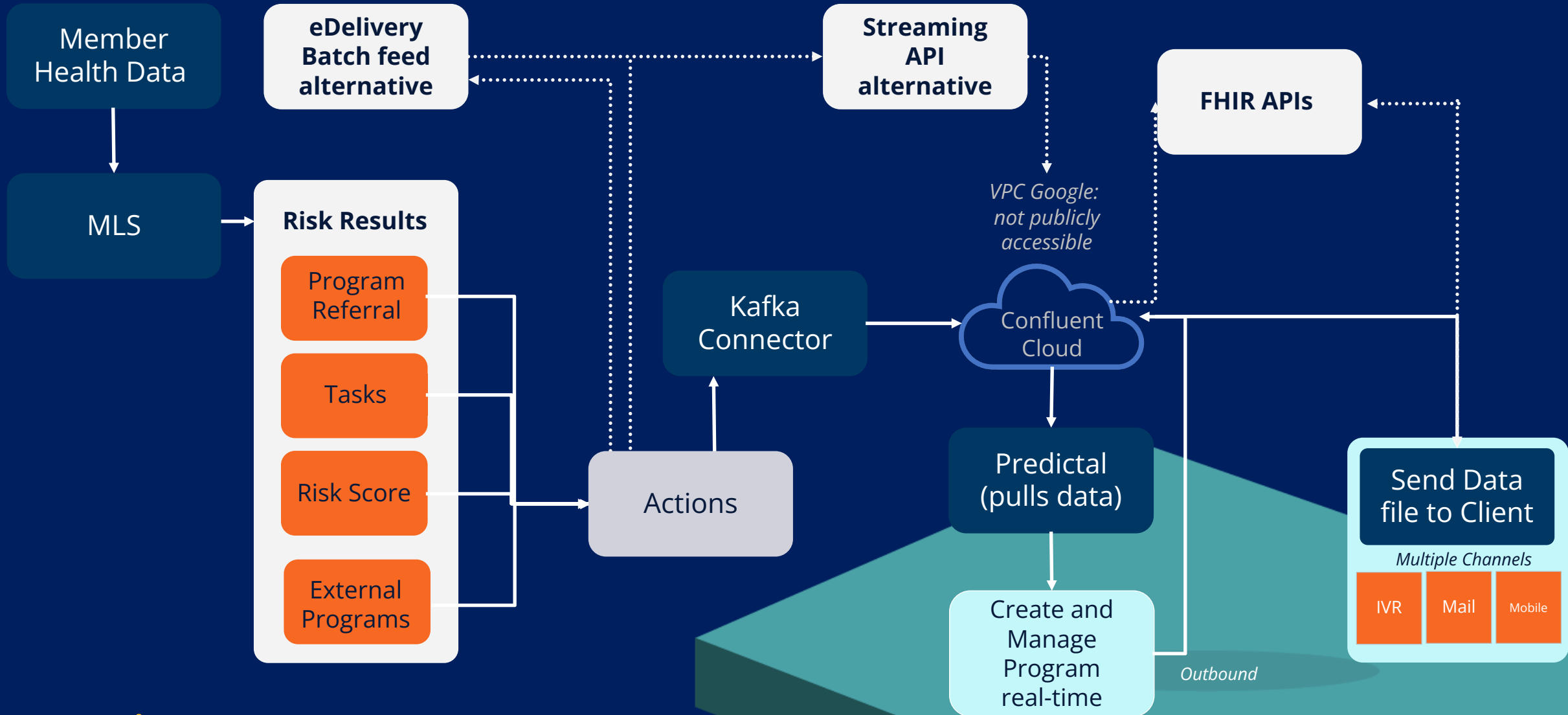
*Housed on HI-TRUST certified solution stack, built for security*



# Predictal™ Suite: “enGeneered” for Integration and Interoperability



# Predictal™ Conceptual Data Flow with Real Time Data

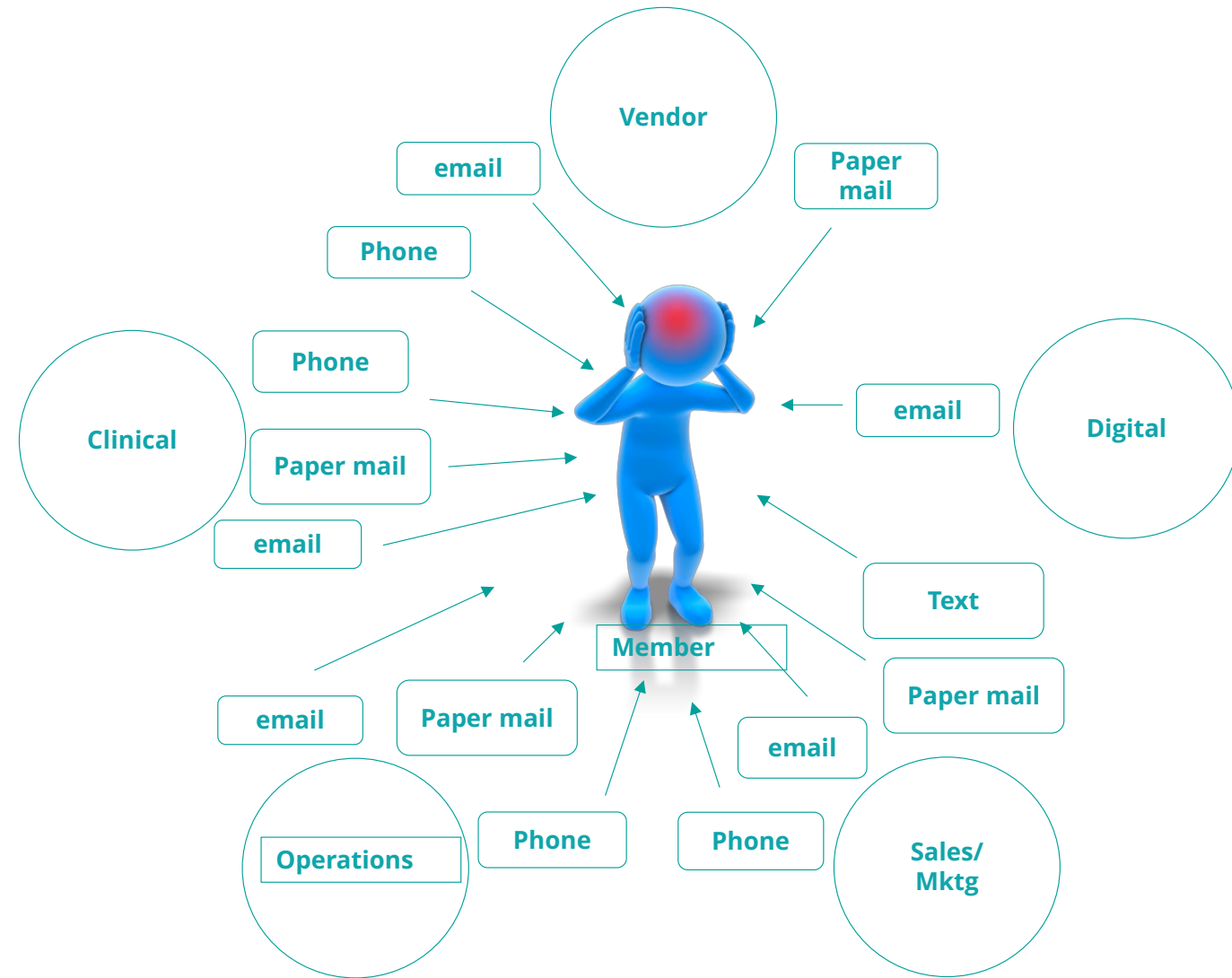


# Bringing It Together: Member Engagement Hub and CDH



# Today's Member Experience

- Too many messages hitting a member in a short window
- Messages from multiple sources could be redundant
- Lack of awareness in Customer Service regarding actions/engagements sent to members
- Messages creating inbound phone traffic that CS can't handle



# Tomorrow's Member Experience



Member

## Outbound Channels

Email

Phone

Text

Paper Mail

## Inbound Channels

Clinical

Cust Svc

Mobile

Member Portals

## Member Engagement Hub

- Health Insurance Data Model
- Engagement Accelerators

## Engagement Sources

Clinical

Operations

Sales/  
Mktg

Digital

Vendor

- Personalized proactive communications
- Real time decisioning
- Informed Engagement History
- Cross Channel Delivery
- Business rules for delivery frequency
- enGen healthcare data model
- Integration with other applications
  - Customer Service
  - Predictal

# MLS

## Member Listening System

Advanced Analytic approach to ID & Strat for member level impact





# MLS Horizontal Themes

Unplanned Care

## **Urgent Care, emergency room, virtual visits**

Redirect avoidable visits to virtual care and improve follow-up for un-avoidable visits

Transitions of Care

## **From hospital to home or other facility**

Promote effective follow-up care coordination, reduce readmissions, and improve appropriate facility referrals

End-of-Life Care

## **Palliative & hospice**

Promote timely consults and appropriate level of care to reduce over utilization of unnecessary clinical intervention

Chronic & Ongoing Care

## **Monitoring symptoms, trends & care plan adherence**

Identify rising-risk populations that could use support to motivate, manage, and adjust plans of care

Pre-Planned Procedures

## **In-office medication administration & elective surgical procedures**

Pre/post coordination to ensure efficient and cost-effective care with less stress for providers and members

Medication Management

## **Medication reconciliation, interaction risk mitigation, cost management & adherence support**

Ensure providers and members have all the information and support they need to make the best decisions

Wellness & Preventative

## **Mental, behavioral & physical care for all levels of health**

Coaching for diet, weight loss, stress management. Referrals for addiction, anxiety and depression support

Gaps in Care

## **Recommended best practices for all ages**

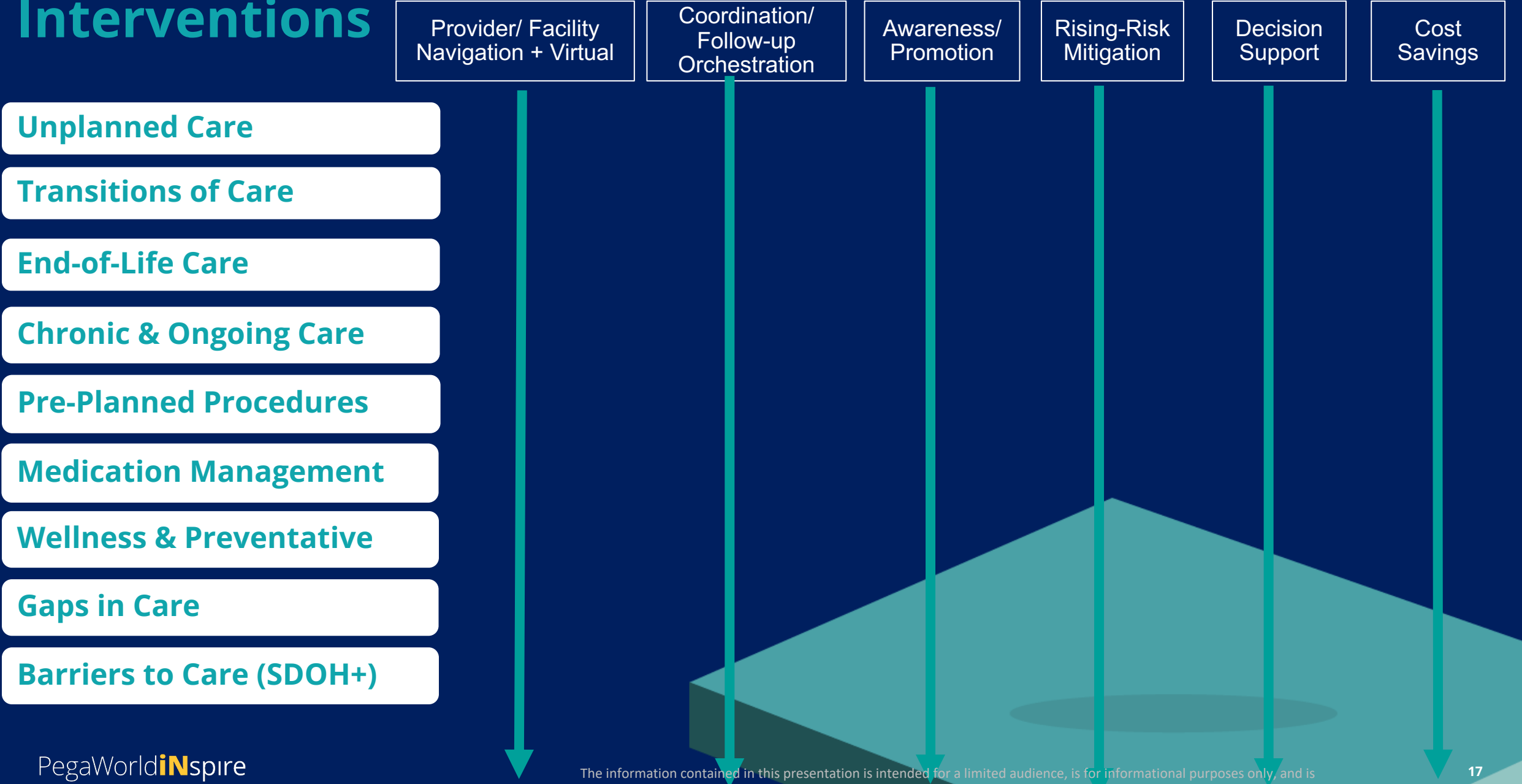
Reminders and support for those who haven't received routine screenings & vaccines

Barriers to Care (SDOH+)

## **Physical and/or environmental challenges & lack of awareness**

Provide ways to self-identify, as well as anticipate risk to care access and/or basic health promoting resources

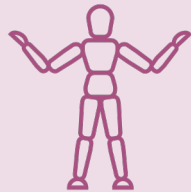
# MLS Vertical Interventions



# How It Works

## MeHUB

- Membership
- Customer Service
- Predictal



Member  
Data  
Model

### Data Exchange

- Direct integration with EHS platform (Customer Service & Predictal™)
- Member specific data model support tailored engagements



Decisioning  
Engine



Engagement  
& Analytics  
Reporting

### Decisioning Engine

- Engagement "Brain" sends right engagement at the right time on the right channel
- Avoid engagement collision and repetition



Preferred Distribution  
Service Provider

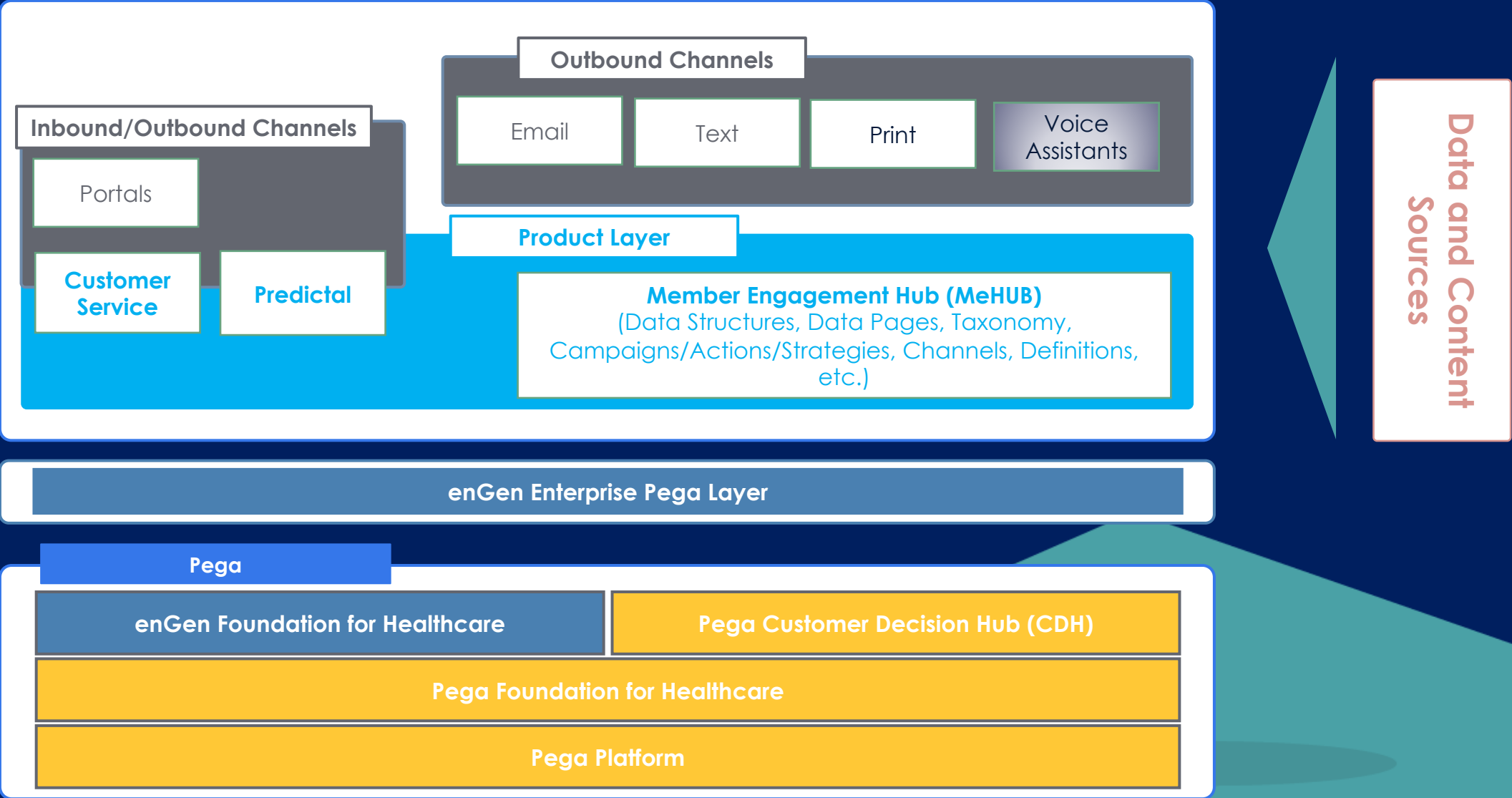


External  
Distribution  
Service Provider

### Distribution Engine

- Facilitates engagement delivery to members on external channels (SMS, Direct Mail, Email)
- Supports various distribution service providers

# Member Engagement Hub Application Architecture





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