

Product Modernization Delivers Enterprise Value at Health Alliance Plan (HAP) Toni Frawley / Don Evans – HAP Swati Patel – Accenture

PEGA

Agenda

- Introduction
- Product Lifecycle Management
 - Business Need & Program Objectives
 - HAP's PEGA Journey
 - Solution Approach
 - Technical Stack and Program Roadmap
 - Project Structure & Agile Methodology
- Results
 - Successes & Lessons Learned
- Future Direction

Our mission is to enhance the health and well-being of the lives we touch

hop <u>A trusted health care provider</u> for nearly 60 years









Founded by UAW President Walter Reuther

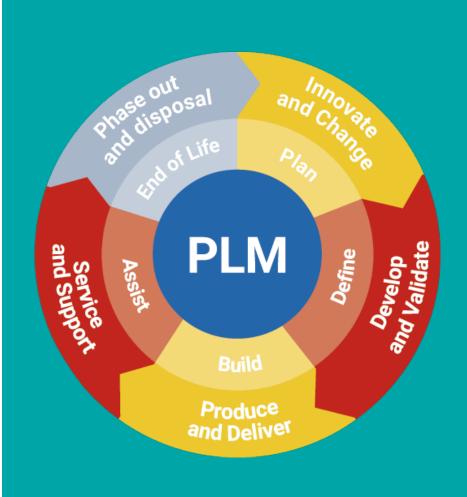
Became an HFHS subsidiary in 1986

Based in Detroit with locations in Troy & Flint 570,000 members 1,100 employees

PEGA

Product Management Tools – Why it makes good sense

- Product Development process is constantly changing and highly manual
 - regulatory changes
 - benefit integration
 - customer/market demand
- Sale quotes and workflow needed upgrade and connectivity to a product database for enhanced efficiencies
- Single System of Record provides a source of truth





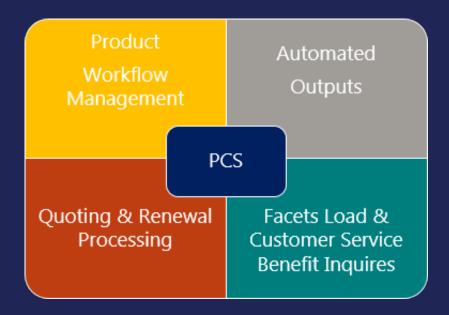
Product Lifecycle Management Objective

To implement a solution that enables HAP to:

- Maintain a single source of truth
- Support an end to end integrated workflow using PEGA's workflow capabilities
 - product development thru sales and enrollment
- Timely and accurate member facing documents

Potential Solution Business Value:

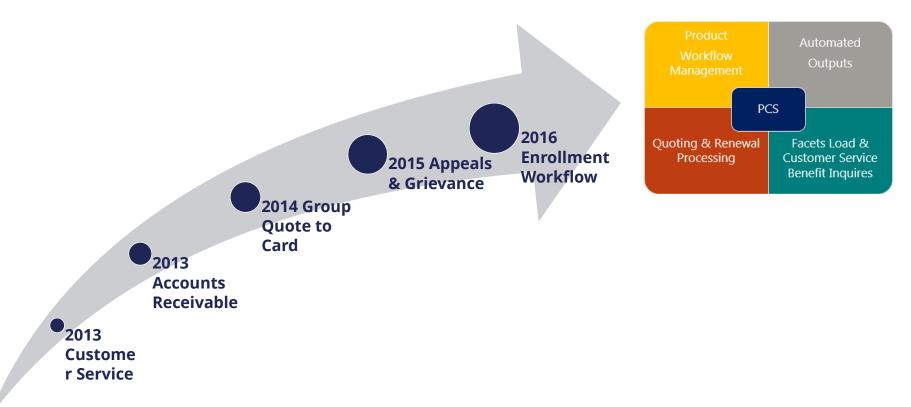
- Reduction in the manual processes
- Automation of critical member facing benefit documents
- Improvement in the quoting process by integrating the product selection process
- Improvement in the turnaround times for quotes and allow speed to market growth opportunities





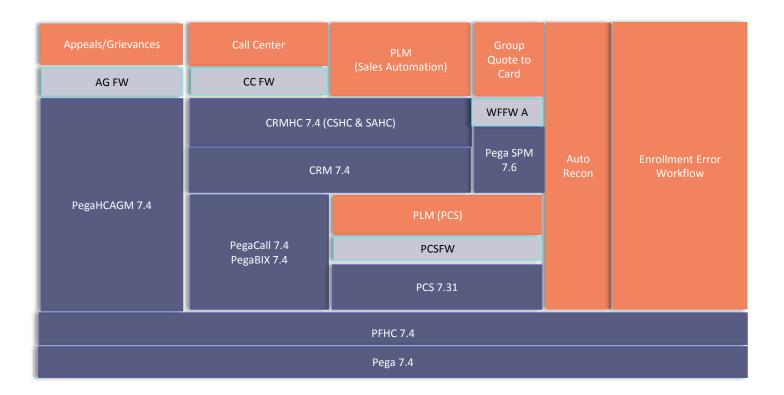
HAP's PEGA Journey

2017



PEGA Platform Application Stack





Multiyear Strategy and Roadmap

	Functional Overview	Underwriting - Product Modelling - Rating / Pricing	Sales - Sales strategy - Quote proposals - Sold Quotes	 Product Development / Regulatory Product Definition Contract/Rider Language Regulatory impacts 	Product Configuration - Load and maintain Product and Plan configuration in Facets	Customer Svs / Health Care Mgmt - Solve customer inquiries - Medical Management
Implemented PCS	2017		 Receive timely SBC's & BS's (automated generation by BCT) 	 Product definitions and policies Regulatory filings and certifications Schedule Page Analysis / prototype 	 Leverage existing load processirules and programs Rider redefinition analysis BS LG HMO/PPO/EPO SBC LG HMO 	es,
Implemented SAHC	2018	- New Pricing Model & Solution	 Upgrade GQTC to Sales Automation Revise workflows to support standard and custom plans 	 Complete BS and SBC docs for remaining products File bracketed Schedule pages and revised contracts Create documents for all products 	 Service Category Integration for Schedule Page Facets Load – Product Shell and Variable Component 	 Schedule Pages and contracts available for access by member, provider and key internal stakeholders
Increased functionality & optimization	2019		 Producer Dashboards Performance Metrics Renewals Mgmt 	- PA Renewals Asr - Sup	commission - Optimize legacy pect product load pr pport reduced - Decommission l er footprint	ocesses

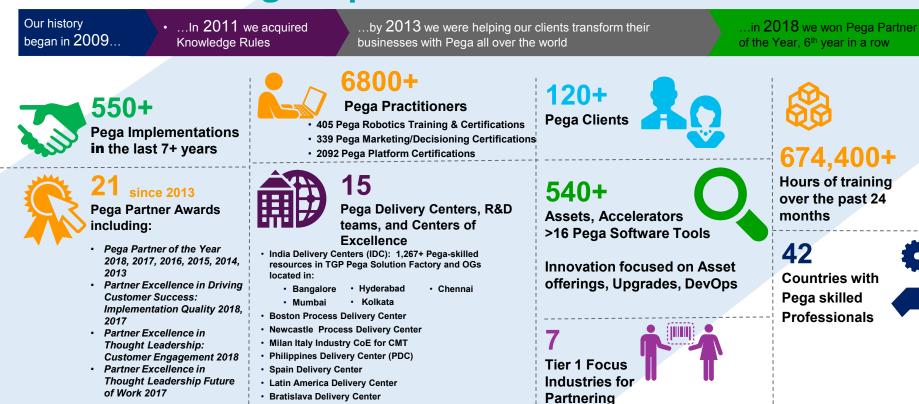
Accenture's Pega Capabilities

· Dalian, Greater China

PegaWorld2019

PEGA

 Sr. Pega Process Architect Network · Sr. System Architects Network for Pega Accenture NBAM Innovation Network

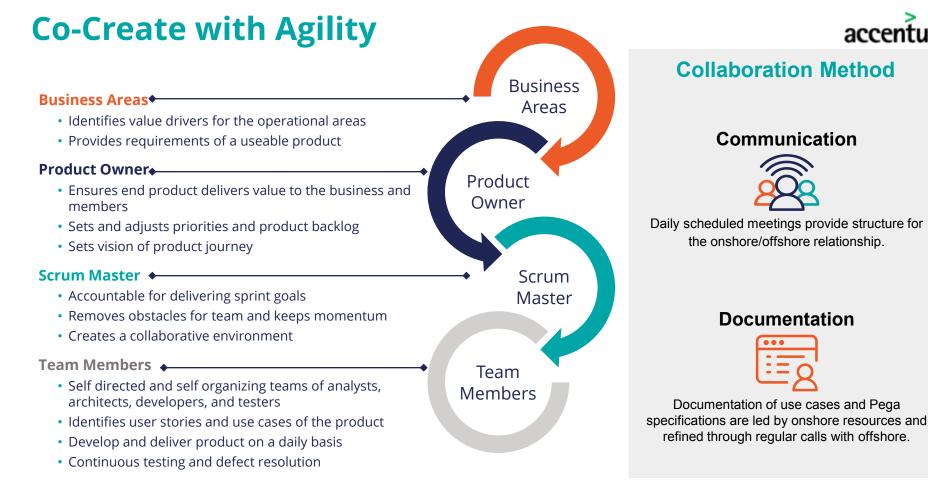


674,400+

Hours of training over the past 24 months

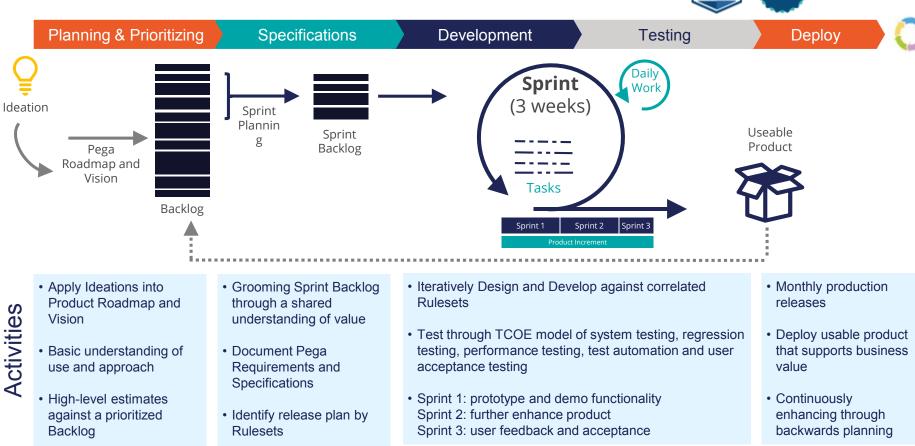
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Countries with Pega skilled **Professionals**



accen

Value-Driven Agile Delivery



PEGA

accenture

CERTIFIED

PROFESSIONA

READY

HAP's Successes

Database

- Single source of truth (centralized data for multiple business users)
 - Ability to push data for configuration
- Tighter business integration among functional business teams and I/T
 - Broader knowledge of end to end among key stakeholders
 - Increased collaboration among teams
- Data available for analytics, future development, lifecycle management

Documents and Storage – more agile

- No longer creating documents multiple times —
- Quote process greatly improved (speed/consistency/accuracy)
- System Generated Documents including SBCs
 - Post Sale version generated for each quote
 - Embedded example calculator driven by configuration _
 - Mass regeneration capability _
 - Multi-channel consistency Same documents appear for customer & CSR

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					General Pract	tice	\$20 Copay per visit; Deductible does not apply	50% Coinsurance after Deductible
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					Pediatrician			
					Telehealth Visits In-Network Benefits	apply to our		
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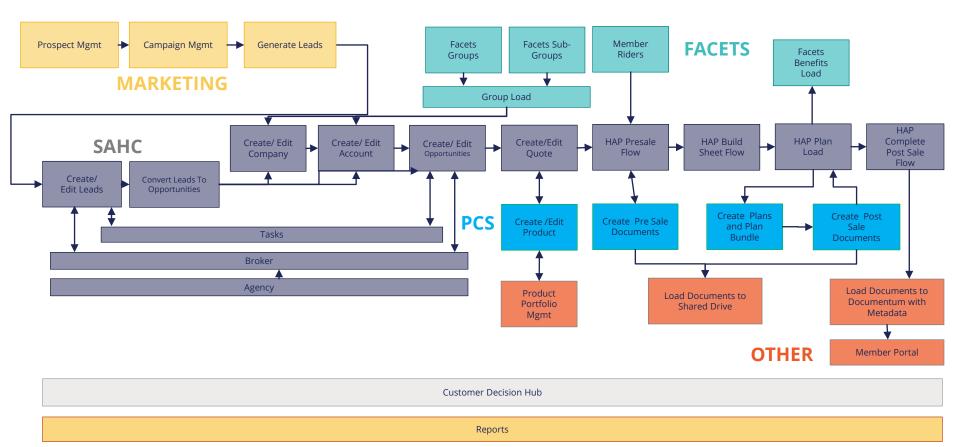
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Lessons Learned

• Functional / Business

- Integration across all business units (different views and vernacular)
 - Decision making
 - Knowledge sharing
 - Level set expectations with senior leaders (multi-year program)
- Resources
 - Roles and responsibilities
 - Skill Set (database structure and understanding rules of engagement)
- Product conversion
 - Understand how product attributes impact product structure (end to end)
- Technical
 - Product/Plan Functionality
 - Align with the PEGA development plans
 - SBCs
 - Printing/Reporting
 - Channel and Platform integration

Future State Architecture





Questions & Answers / Contact Information

Thank you !!!

Toni Frawley

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