



Business-friendly Solutions

HEALTHY MEMBERS HEALTHY RELATIONSHIPS

Payers are uniquely positioned to see all the care activities of an individual, yet struggle to build meaningful connections with members. They need a powerful member engagement solution to drive change so as to understand, guide, and engage healthcare consumers to support them in their wellness journey while inspiring loyalty.

96%

members would be healthier if they were rewarded by their payer*.

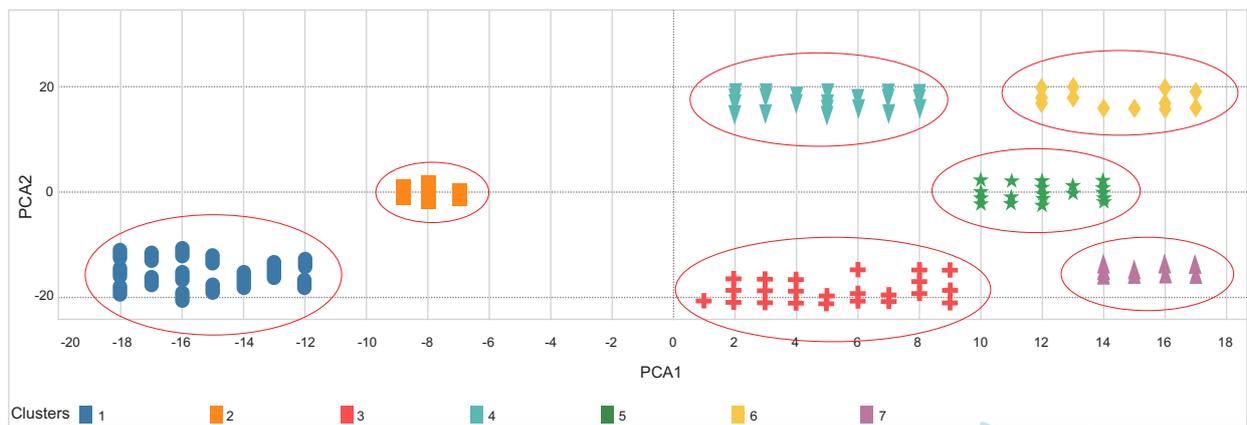


ITC Infotech's Member Engagement Solution

ITC Infotech Member Engagement Solution helps payers in targeting and empowering their members to start taking care of their own health. Built on a big data platform (NCQA Certified Healthcare Insights), the solution guarantees frequent and relevant interactions with members.

Deep Member Profiling

We collect member data beyond traditional data sources including psychographics, SDOH, lifestyle, etc. Our process includes collection of these data sets through survey mechanism. Using clustering techniques, we create member personas which are representations of people sharing similar traits. These personas are critical in understanding current member behaviors.



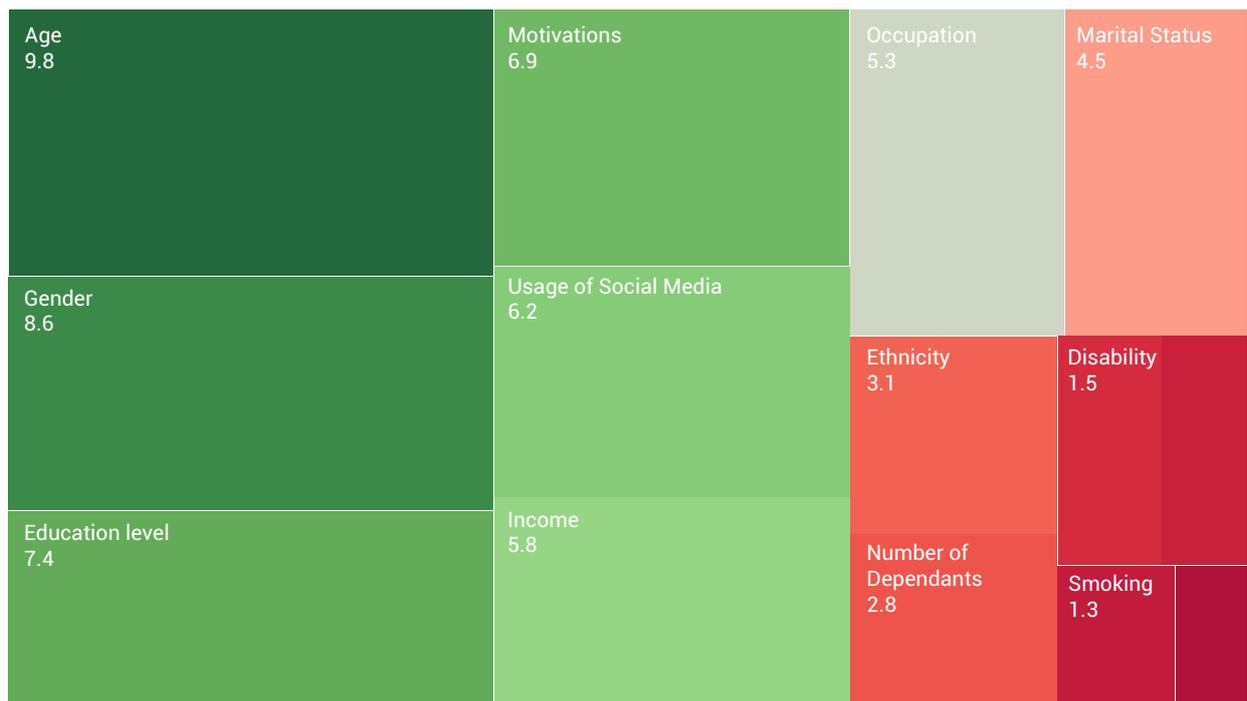


Personalized Experience

Based on these member personas and other member specific data collected, we use advance analytical models to predict preferences, expected member behaviors and their tendency to discontinue the path to wellness.

As an example, in order to predict the preferred channel of communication of the member, their survey data along with their medical records and claims data are run through a logistic regression model. This helps us identify the attributes that contribute most in determining preferred channel. Based on this information, we are able to make predictions for members yet to enroll in the program. All of this ensures highly relevant and effective communication with members.

Attributes that contribute most to an individual's preference of communication channel with significance



Benefits



Incidence of diseases diminishes and chronic diseases are much better managed



Member satisfaction and hence brand loyalty improves leading to good word of mouth



Number of claims raised reduces drastically hence reducing costs of care to payer



Financial profitability increases

*<https://www.forbes.com/sites/johnnosta/2014/04/09/be-healthy-and-get-rewarded-incentives-driving-engagement-in-health-and-wellness/#7283d4ae373c>

About ITC Infotech

The healthcare industry is shifting to value based care and payers & providers are all set to adopt digital & analytical tools to meet population health and value-based care goals. With extensive healthcare industry experience, ITC Infotech brings expertise in delivering domain centric technology solutions, designed to help providers improve healthcare delivery by leveraging disruptive digital technologies.

ITC Infotech is a specialized global technology services provider, led by Business and Technology Consulting. ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business.

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