

Case Study:

## Medicaid-in-a-Box

### The Challenge

A large East Coast Blue Cross Blue Shield Plan with 800K Medicaid members was looking for a Business Process-as-a-Service (BPaaS) partner to scale their Medicaid line of business. The objective was to enhance the patient experience and lower the total cost of care.

### Our Approach

- I Utilizing our Health Plan-in-a-Box concept, we provided an end-to-end solution including **Platform Setup, Hosting, IT Infrastructure, Application Management Services, Data Management Services, and Consulting & Training Services.**
- I We deployed seasoned Medicaid operational resources across front-end **Enrollment Administration, Premium Billing & Reconciliation, Claims Administration, Product/Contract Configuration, and Provider Maintenance.**
- I We used a revenue-linked **Per Member Per Month (PMPM)**-based cost structure that accounts for market fluctuations.

### Benefits to the Client

67% → 83%

Improved **Auto Adjudication Rate**  
from 67% to 83%

92% → 99.9%

Increased **Claims Accuracy**  
on auto adjudicated claims  
annually from 92% to 99.9%

\$1.1M → \$5K

Reduced **Monthly Interest Expense** on  
original claims from \$1.1 Million to \$5,000

20% → 2%

Reduced **Provider Fallout**  
from 20% to 2%

Lowered **Cost of Operations**, resulting in  
better ability to fund strategic initiatives

### About Cognizant

Cognizant's Healthcare Business Unit works with healthcare organizations to provide collaborative, innovative solutions that address the industry's most pressing IT and business challenges—from rethinking new business models, to optimizing operations and enabling technology innovation. A global leader in healthcare, our industry-specific services and solutions support leading payers, providers and pharmacy benefit managers worldwide. For more information, visit [www.cognizant.com/healthcare](http://www.cognizant.com/healthcare).

## Cognizant<sup>®</sup>

#### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

#### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

#### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraiyakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060