

Cognizant Business Process-as-a-Service

Achieve New Levels of Efficiencies and Effectiveness and Transform Your Health Plan to Drive Growth and Revenue

To respond to the shifting demands and stay competitive in today's U.S. Healthcare market, payers need to transform their business to drive administrative efficiency, improve the quality of care and enhance the member experience while simultaneously increasing cost effectiveness. In short, payers need to do more with less!

Payers must focus on digital transformation to meet the demands of members, improve revenue streams and compete in an increasingly competitive market. Issues such as legacy/outdated and siloed operating systems, limited internal resources, and dwindling margins, however, can prevent payers from focusing on the strategies that will position them for future growth and success.

Stop Buying Services and Start Buying Outcomes

Payers can achieve new levels of efficiency and effectiveness in their core transaction processing operations with our platform-based Business Process-as-a-Service (BPaaS) model. By applying a series of levers, including process optimization, digitization, and large scale efficiencies, Cognizant's BPaaS solution can bring payers to levels of effectiveness they would not be able to achieve on their own.

Cognizant BPaaS provides operational agility and efficiency by combining expert **people**, proven **processes** and cutting-edge **technology** in a robust, compliant solution that enables payers to successfully navigate a constantly evolving and increasingly competitive market.

Achieve new levels of efficiency and effectiveness in all of your lines of business, including commercial and government programs.

Payer Benefits

- Lower Total Cost of Ownership
- Continuously Upgraded Technology Eco-System
- Reduced Onboarding and Implementation Time
- Enhanced Member & Provider Experience
- Robust Regulatory & Compliance Oversight
- Consistent, Dependable Service Delivery with Industry Standard SLAs from Day One

Why BPaaS?

Cognizant's Business Process-as-a-service model changes how health plans invest in modernizing technology and provides the necessary operational agility to expand as membership grows.

By combining automation, expert insights, best-in-class processes, and industry-leading platforms, BPaaS allows payers to develop new products, focus on customer experience, and create a strong competitive differentiation.

You can count on us to deliver efficient, automated processes and effective workflows that simplify plan administration and **guarantee industry-leading service levels from day one.**

Partnering with Cognizant allows payers to shift focus from time-consuming administrative activities to member-focused activities.

Lower Total Cost of Ownership

Administrative cost reduction is the key to achieving outcomes-based objectives. Cognizant's BPaaS model can help payers **lower Total Cost of Ownership by 20-40% through:**

- Cutting-Edge Technology
- Process Efficiencies & Workflow Effectiveness
- On-Demand Scalability

Our BPaaS solution allows for agility, compliance, and systems without intensive capital investment, all in a consumption-based model. Our future-ready, scalable eco-system seamlessly manages growth, allowing payers to grow or expand the level of service as membership fluctuates or demand changes. Per Member Per Month (PMPM) pricing allows plans to pay based on membership levels.

Technology Landscape Transformation Through BPaaS

Core IT modernization is achieved with access to the industry's leading payer platform and eco-system, which provides payers with a platform strategy rather than a product strategy. The high cost and stress of system changes and upgrades are eliminated by including maintenance and new releases within the PMPM pricing.

Technology will always be current.

Reduced Integration and Migration Time

Cognizant's integrated solution allows payers to seamlessly transition to the BPaaS ecosystem without strain or impact on plan resources and technologies. Our proven methodology and detailed on-boarding playbook provides an accelerated implementation time through standardization. We can transition a plan and securely

convert its data in as little as 30 weeks with our proven protocols, standard templates, and comprehensive testing mechanisms.

Optimal Member and Provider Experience

As a digital transformation leader, Cognizant's portfolio of member and provider solutions drives positive experiences and quality outcomes. By applying digital technologies to multiple business areas such as enrollment and claims management, Cognizant BPaaS enhances operational effectiveness and efficiency and improves the customer experience.

Our industry-leading technology breaks down data silos to connect members, providers, and operations. The system's built-in intelligence delivers faster, more personalized service and adds value to every interaction.

In addition, this integrated system provides our Call Center staff with a 360° view of members and providers, resulting in improved call interaction and resolution.

BPaaS Minimizes the Cost of Updating, Upgrading, Maintaining, and Operating Core Administrative Platforms

- Maintenance and hosting of transaction platform and supporting applications are included in PMPM pricing.
- Upgrades and new releases are included in PMPM pricing.
- Highly flexible, nimble integration points enable real-time, automated interaction between systems.

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.



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, Thorajipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060