

Case Study:

Delivering Business Outcomes Across Multiple Government Lines of Business

The Challenge

A large not-for-profit health plan with multiple government lines of business – including Medicaid, Medicare, Medicare Supplement, and PDP – was handcuffed by high operating costs due to a very high number of customizations and legacy technology systems. The lack of an integrated system resulted in an increased workload to maintain compliance. In addition, manual processes prevented efficiencies, creating backlogs and contributing to lower member and provider satisfaction.

Our Approach

We employed our Government BPaaS administrative model which features **playbook-driven, standardized processes and technology** for multiple Lines of Business. Leveraging **our Facets-based, pre-integrated ecosystem** – focused on standardized processes, seamless maintenance, and reduced customization – the BPaaS model enabled us to:

- Automate claims pricing and reduce manual pricing volumes through NetworX Pricer
- Improve Provider Data Quality
- Increase throughput with EDM, allowing \$450M+ in historical encounters to be submitted in the 6 months after go-live
- Enhance and optimize Provider matching scrubs & algorithms
- Achieve cross-instance centralization and standardization for unified reporting
- Automate HIPAA authentication and provide self-service capability through IVR (Interactive Voice Response) system
- Automate the manually intensive report generation process
- Perform State Readiness and Assessment (6 States) to address state mandates, with very limited time to react to states' formal notices of readiness

Benefits to the Client

6 Months Speed-to-Market

Implemented Cognizant's Government BPaaS administrative model, featuring predictable Per Member Per Month pricing, in 6 months

Digital Transformation

Transformed legacy technology solutions to **Digital at Scale** for approximately 1 million members

85% → 95%

Increased **EUM Acceptance Rate** from 83% to 95%

99% Pricing Accuracy

↓ **TCO 25%** Reduced **Total Cost of Ownership** by 25%

↓ **10%** Reduced **Call Volume** by 10%, resulting in improved Member and Provider experience.

Business Operations Deployed to Client through Cognizant Government BPaaS Model

- Claims Preprocessing & Adjudication
- Encounter Data
- Enrollment & Disenrollment
- Premium Billing & Fulfillment
- Provider Maintenance
- Member Reconciliation (PDP, MedSupp)
- HRA, Member & Provider Call Services
- Appeals Intake
- Grievances (First Level)
- Medical Management
- SPAP (MedSupp)
- Part D Coordination of Benefits (PDP)

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.



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