



# MANAGED SERVICES IN HEALTHCARE

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Healthcare industry is in the midst of transformation driven by regulatory mandates and compliance. Healthcare organizations have been investing in technologies that can help tackle the rapidly changing industry dynamics and remain competitive. However, they are challenged with managing their IT because of increased regulatory demands, competing IT priorities, cost constraints, privacy and security issues, etc.

Health Insurance companies have been partnering with consulting and technology firms to help them with their IT initiatives. However, there are limitations with existing outsourcing models (staff augmentation, time and materials and fixed price models):

- **Delivery risk remains with the client**
- **Delivery teams are siloed and not optimized for staffing**
- **SLA model is ineffective and not aligned to business outcomes**
- **No systematic knowledge management since knowledge resides with select few**
- **Client teams spend more time on lights-on activities than strategic initiatives**
- **Inability to invest in innovation and future technologies**

## Managed Services Model

Managed Services empowers healthcare organizations to improve their ability to deploy and manage critical business applications and IT systems while optimizing costs and minimizing risks, thereby driving beneficial outcomes. Key steps in the journey to a managed services model:

1. Moving operational responsibility to managed service model with defined and predictable outcomes
2. Adhering to industry standard ITIL process
3. Aligning SLAs to business goals with risk and reward model
4. Redirecting employees to strategic initiatives with lights-on activities managed by IT partner
5. Strategic partnerships to increase access to healthcare IT innovation

## Value Proposition

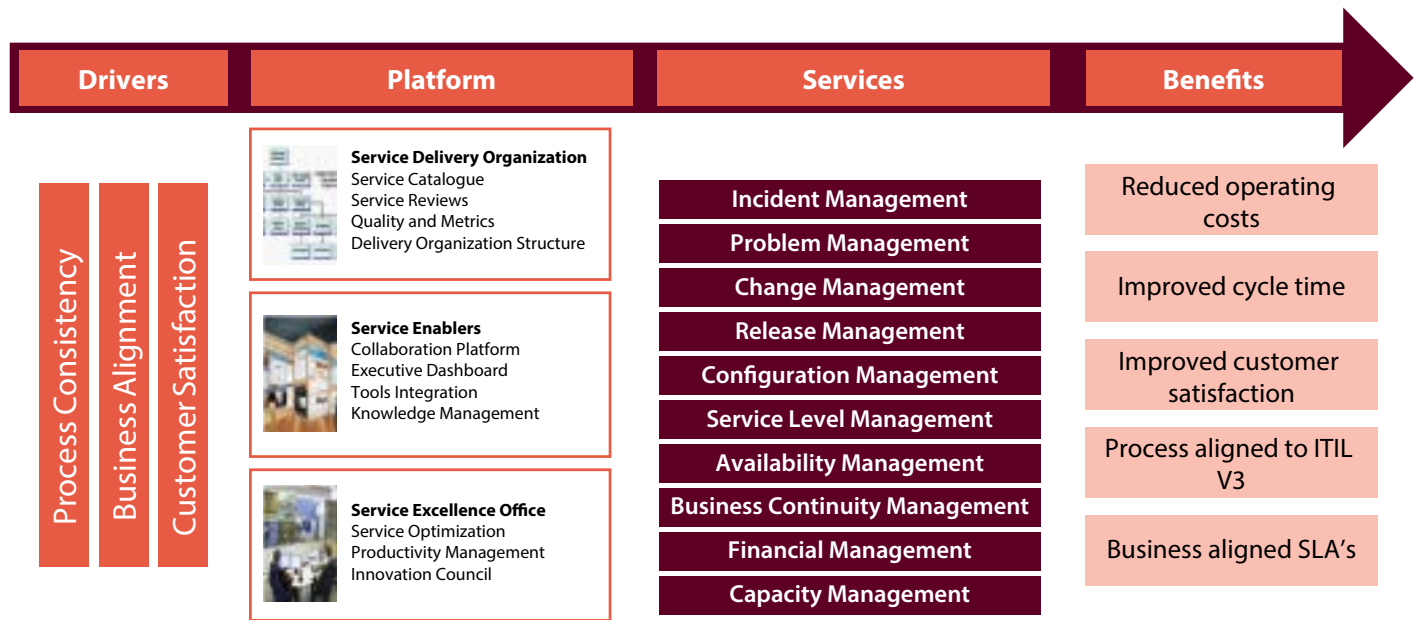
1. **Reduced Total Cost of Ownership** – Leveraging our healthcare solutions, IP / technology tools and accelerators, we help reduce cost by 25-40% and improve productivity by 15-25% annually. Greater focus on core business enhances member and provider relations and customer-centric service
2. **Predictable Costs** – Incremental levels of service and modular approach allows customization of the offering based on the IT support required, with clearly defined and predictable costs
3. **Continuous Improvement** – Our Managed Services Center of Excellence incorporates methodologies and learnings over 10 years. This assures risk-free transition, sustainable steady-state framework, and scope for continuous improvement
4. **Strategic Partnerships** – Our alliance partnerships ensure faster turnaround in resolving product and technology issues, thus enabling faster go-to-market for next generation solutions
6. **Enhanced Data Security** – Data security IP, secure offsite data backup and recovery, and encryption solutions at secure development centers ensure confidentiality and 24x7 access to member data

## Infosys Managed Services Solution

Infosys Managed Service Model sets up a Managed Services Support Center based on a platform constituting a Service Delivery Office (SDO), Service Enablers, and a Service Excellence Office (SEO). These drive operational efficiencies and improvements to address the business challenges.

The SDO brings efficiency in day to day operations by employing ITIL aligned processes and proprietary tools and accelerators. The SEO drives service optimization and innovation across application maintenance services and functional services.

The solution is modular and customizable to cater to immediate, near-term, and long-term need by delivering incremental value over the contracted period of time.



### Case Studies:

- **CareFirst BlueCross BlueShield** – Support CareFirst's IT operations to provide a cost-effective delivery model to reduce costs and achieve efficiencies in application support
- **National Health Plan** – Strategic partner to run client's Enterprise Production Support operations to improve operational efficiency and reduce cost, while delivering quality healthcare service to its members
- **BlueCross BlueShield Plan** – Support across member portal, testing, application development etc, resulting in 15-20% cost reduction
- **Pharmaceutical Company** – Application support for multiple business lines spread across geographies resulting in cost optimization based on demand forecasting and lower annual cost per transaction through operational improvements and service model maturity

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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