

Infosys Member Switchover Solution



Next generation comprehensive analytics solutions are proving to be a key in healthcare business, empowering payers access to integrated information that can be analyzed and used for critical business decisions. Healthcare leaders in various leadership summits across the world have suggested payers to foster membership retention as one vital area for driving business growth. By predicting the member switchover and increasing member retention, payers can realize millions of dollars in additional revenue and cost savings. In addition patient compliance can also be achieved.

Infosys has developed a comprehensive solution for Member Switchover analysis that has best-in-class analytical capabilities implemented through comprehensive statistical and predictive modeling techniques. The solution objectives include:

- Increase member retention with predictive analytics and trend analysis
- Launch targeted campaigns to high value subscribers / customers to reduce churn and improve profitability
- Measure profitability through effective analytics and identifying profitable members for retention
- Optimize retention strategies with the solution
- Measure probable premium loss in case of switchover

Solution Approach and Features

The solution utilizes statistical modeling techniques and reporting tools for

achieving trend analytics, predictive modeling and score card calculations.

The key features of the solution are:

- Root cause analysis on past switchover data leading to Switchover Score Card Generation
- Member risk modeling - Profiling of members in terms of risk behavior (High, Medium, Low risk) based on various transactional and behavioral patterns
- Member profitability analysis
- Campaign Response Model:
- Analyze the member profiles using campaign history data and predict the likelihood of responses for available customer segments who are likely to switchover
- Member Lifetime Value Analysis
- Customizable dashboards and Business Reports Package



Benefits

- The solution will help identify preventive actions to control switchover and also emphasize on designing focused retention strategies
- Payers can determine the profitable members and measure the monetary loss which they can avoid if these members are retained, aimed at improving the profitability of payers
- Lower cost of implementations due to adaptability with existing systems and increased patient compliance
- Strong harmonization of IT solution combined with CRM services for efficient member retention programs also leading towards increased member satisfaction



Service Offerings

Infosys Member Switchover Analysis Solution Offerings

Consulting & Operations

- Implementation Strategy and Roadmap
- Enterprise Data Dictionary Set up
- Data Mining
- CRM operations for Retention Planning

Program Management

- Solution Implementation and Roll out
- Systems Integration
- Data Warehousing and Analytics
- Custom Application Development

Steady Support

- Help Desk (Level 1,2,3)
- Data Management
- Infrastructure Hosting
- SaaS Model
- User Training

Pre-defined metrics, reports
Ready-to-deploy statistical models & dash boards
Ready-to-deploy data model an computations

Solution Tool-kit



Value Proposition

- **Improved Decision Making Support:** The Solution will provide best in class analytical capabilities through Comprehensive Reports & Models
- **Lower Total Cost of Ownership:** The solution is equipped with customizable framework hence leveraging existing investments of customers to the maximum extent possible leading to reduction in the overall cost when compared to building the solutions grounds up
- **Competent Resource Pool & Delivery Excellence:** Large number of data mining and statistical modeling consultants, strong CRM operations. Leveraging our engagement accelerators, governance models, process tools, and templates to deliver integration and



Allied services

iTransform ICD10 transition Impact and Implementation Services

Facilitates organizational preparedness starting with blue printing and readiness assessment followed by a comprehensive evaluation of all the impacted business functions and application portfolios, finally concluding with testing, pilot execution and Go-Live.

iHealthAnalytics Healthcare Analytics Solution and Services

Ready-to-Deploy customizable Solutions and Framework for business intelligence based analytics as well as related operational solutions around top priority focus areas in healthcare industry with adaptability towards existing infrastructure of the organizations.

Infrastructure Management

Our Range of Services is geared to keep your operations running smoothly and reduce costs. Services include infrastructure planning, auditing, data center and application management and help-desk services.

IT Strategy Definition

Deliver a strong business case or write a winning grant application by leveraging Infosys Value Realization Method™ for IT Strategy and Roadmap definition, which provides clear visibility into value realization, which is measured as Free Cash Flow.

For more information, contact askus@infosys.com

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