

## Case Study



### Developing a PHR Solution for a Health Insurer

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#### The Client

The client is a full-service health management company providing a full range of HMO, PPO, and POS benefit plans to 250,000 members in 7 states.

## Business Need

The healthcare industry is undergoing a significant push to reduce overall costs. One way it is doing so is by empowering consumers to take a more active part in managing their own health and care, thereby decreasing the need for costly medical services.

The client saw an opportunity to encourage people to actively participate in their healthcare by making available comprehensive, personalized medical information to individuals and their physicians in the form of personal health record (PHR). The client also wanted to create a key market and be a brand differentiator with improved member experience, membership loyalty and provider collaboration.

## Infosys' Role

After reviewing alternatives, the client selected Infosys for devising an effective collaboration business/IT strategy to meet the market demand. Infosys team started with strategizing the practical feasibility of creating PHR by reviewing the current state options. The team provided thought leadership to design an innovative multi-disciplinary PHR model. Creating an interoperable and transportable PHR without any security and privacy breach was a big task at hand. Infosys' solution enabled a member and provider centric PHR program with members interacting with their health records. As a part of the PHR solution, decision support capabilities were provided to the members to have better participation and experience in their healthcare and plan to improve integration with their providers. Also the solution provided conceptual direction in devising an integrated Electronic Health record (EHR) and PHR program leveraging web services.

In a nutshell, the services delivered by Infosys included the design, development and implementation of the entire PHR portal program. The team brought in requisite domain and technical expertise, including physicians, necessary for the success of conceptualization and implementation of program. Workshops were conducted to gain consensus on portal and PHR requirements. Data privacy and technology integration concerns in the design were also identified and addressed. The team also reviewed the strategy plan, requirements definition and defined revised project implementation schedule.

## Business Value

The following were the benefits of this program:

- The solution provided a robust member outreach PHR enabled program along with collaboration mechanism for members and providers.
- The program enabled reusing business/technology best practices.
- The new IT infrastructure/application provided new strata of PHR capability for next phases.



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

### About Infosys

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