

## New Reality for Healthcare

The Affordable Care Act (ACA) has added impetus to the evolution of the healthcare

industry. Payers are now navigating a sudden transition from what was a

business-centric approach to a customer-centric one.

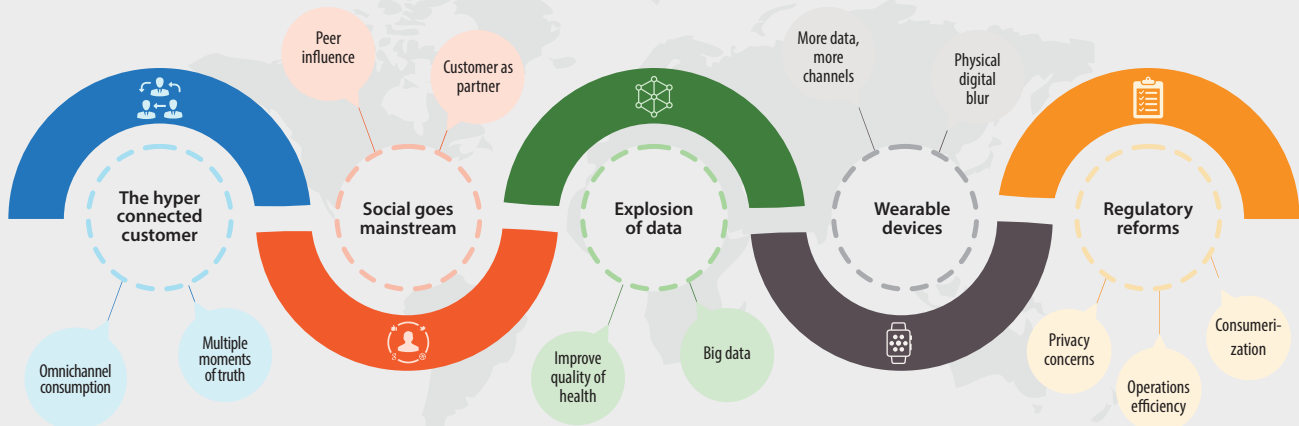


### Tapping into new opportunities with digital

The hyper-connected consumer and social media for marketing and selling are transforming member acquisition and retention models. The wearable health

/ wellness devices have exploded the data that can be analyzed to customize plans, products, and care. Amidst these transformations, health plans have to

manage funding gaps and improve member care in a changing regulatory environment.

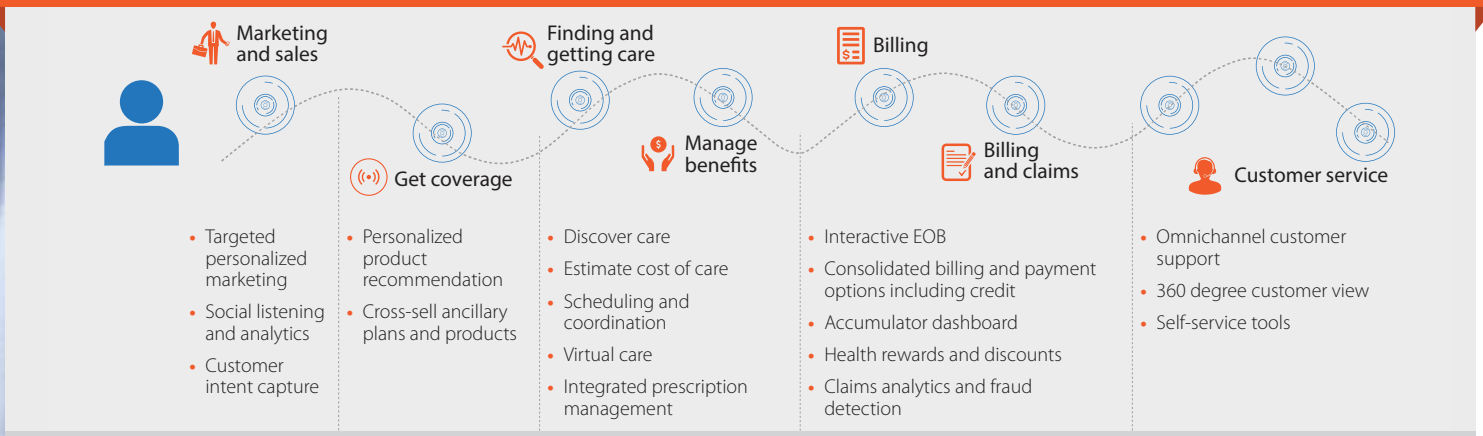


With digital technologies, health plans now focus on user experience, customer service, and innovative care options. Digital transformation is key to a successful transition from B2B to B2C.

A transformed payer looks at activities that address potential and current member pain points. They invest in capabilities that build intimacy, reward engagement, and win loyalty by meeting individualized

consumer needs in all consumer engagement phases – shop, enroll, and engage – across various channels.

## Digital opportunities in consumer / member engagement



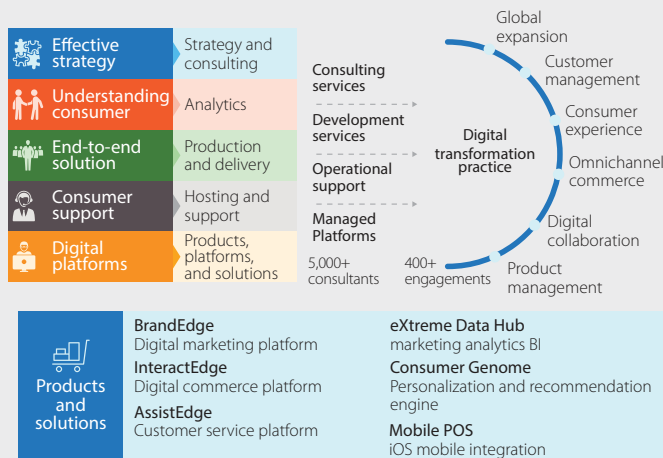
## How can Infosys help?

Infosys has developed a dedicated digital transformation practice that can provide

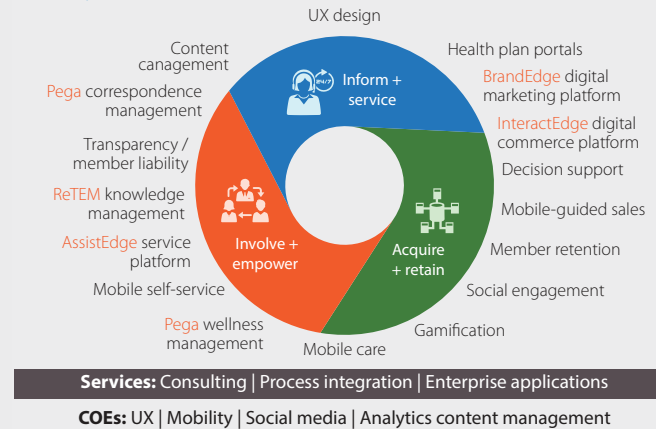
the services, support, and platforms that can help companies make the most of the

opportunities that digital integration has to offer.

### Dedicated Infosys digital transformation practice



### Complementary solutions to build digital capabilities in every stage



## Infosys digital consumer experience projects

### District of Columbia

Decision support tools for plan shopping, comparison, selection

### Fortune 50 Healthcare Company

B2C ecommerce transformation for consumer experience, self-service, preferred product sales

### Avia Health from Kaiser Permanente

Gamification to sustain consumer engagement with wellness tools

### Blue Cross Blue Shield Plan

Mobile test infrastructure to improve consumer engagement

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

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