

softserve

HEALTHCARE PAYERS INNOVATION WITH GENERATIVE AI

Prepared by SoftServe



FUTURE OF HEALTHCARE PAYERS WITH GENERATIVE AI

Every healthcare organization is exploring how they will take advantage of Generative AI, while avoiding the inherent risks to cost, controls, and member privacy. Gen AI technology allows you to create new content in the form of text, audio, images, and code. For a healthcare payer, it could be a huge game changer as Gen AI can take massive amounts of disparate, unstructured data like benefit structures, contracted agreements, member risk determinants, and medical charts, and then combine them with large, structured data sets, such as claims history and member profiles, to do operational processing and analysis much faster and more effectively.

KEY CHALLENGES

CLAIMS PROCESSING AND PAYMENT ACCURACY

Timely processing of healthcare claims is a challenging and labor-intensive process with significant potential for errors. Correct application of claims processing rules within regulatory guidelines and contracted agreements is difficult to automate and execute.

BENEFITS MODELS AND PRICING

A shift to value-based care and different types of provider engagement create additional complexities in the financial model. Challenges in predicting patterns of healthcare delivery create a lack of transparency in shifting to preventive care.

PROVIDER NETWORK OPTIMIZATION

Building and maintaining complete, effective, and efficient provider networks is a challenge, but they are necessary to control costs while ensuring quality of care. Analyzing provider performance is important to optimize the network and manage contracts.

CUSTOMER SERVICE AND SUPPORT

Maintaining and improving member experience requires timely and accurate support with personalized components to engage members differently. Enhanced communication channels and better data are necessary to achieve the superior service members expect.

ADMINISTRATIVE COST REDUCTION

The healthcare industry will continue to face financial difficulties due to ongoing staffing shortages, higher costs, and greater complexity, impacting care quality, healthcare availability, and member experience.

MARKETING AND MEMBER ACQUISITION

Competition to acquire new members is high, and payers are challenged to engage with populations in a way that makes them stand out. Marketing strategies and available products must appeal to a diverse demographic while conforming to administrative standards.

GENERATIVE AI BUSINESS BENEFITS

Generative AI has the potential to address some of these challenges and revolutionize the healthcare ecosystem in ways we can only begin to predict. It's critical that healthcare payers prepare for and understand the most promising applications.



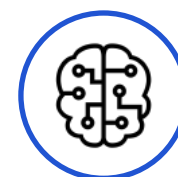
Workflow optimization and automation



Increasing lifetime value of members



Claim processing and payment accuracy



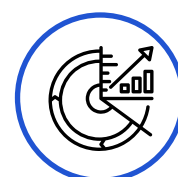
Care management support and personalization



Creating services to meet changing market needs



Personalized member experience

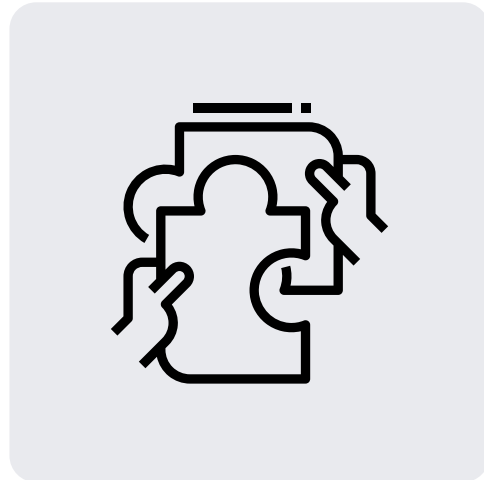


Underwriting and risk assessment



Network analysis and optimization

PROMISING GENERATIVE AI USE CASES

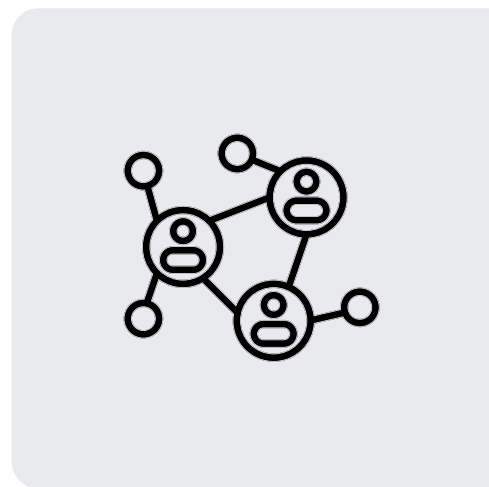


BROKER COLLABORATION ENGINE

Enhance broker efficiency and collaboration with virtual assistants and real-time access to plans, coverage details, and pricing information. Use data-driven market research to identify trends and gaps in coverage.

PROVIDER NETWORK OPTIMIZATION

Networks to improve coverage of care, population support, and the transition to value-based care. Optimized provider engagement based on practice patterns and health outcomes.



MEMBER ATTRACTION AND RETENTION

Identify opportunities to approach and appeal to new member populations, develop tailored benefit plans, retain existing members, and create new business advantages for intermediaries entering the market.

NONSTANDARD PAYMENT FACILITATION

Manage and synthesize data and workflows to execute and track difficult payment scenarios. Generate authorizations, documentation, and interpretation of member data to drive claim resolution actions.



CLAIMS PROCESSING AND PAYMENT ACCURACY

Interpret contract rules and CMS guidelines using AI to verify payment accuracy and analyze provider practice patterns for opportunities to improve care and optimize cost.

GET STARTED ON YOUR GENERATIVE AI JOURNEY

LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH THREE OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe defined [Generative AI adoption patterns](#) that are designed to help you navigate the complexities of this emerging technology. We will help you select an appropriate adoption pattern or a combination of them to build tailored solutions to meet your enterprise's unique needs. Expedite your journey towards a new way of productivity and creativity with SoftServe Generative AI offerings, positioning your business as a leader in the industry:



AI DISCOVERY

*From Interest to Discovery:
Generative AI Ecosystem and
Implications for My Business*

- ✓ Use Cases and Business Impact Priorities
- ✓ Data Quality and Availability
- ✓ Technology Trade-offs and Architecture
- ✓ Technical Feasibility with POC



AI LAUNCHPAD

*Launchpad to Innovation:
Evidence-Based Exploration
and Deployment*

- ✓ Generative AI Lab
- ✓ AI Launchpad Program for Rapid Experimentation
- ✓ Value Stream Mapping and Use Cases
- ✓ POC/POV Pipeline



AI ADOPTION

*From Insight to Impact:
Rapid Scaling and Adoption
in My Organization*

- ✓ Generative AI Adoption Roadmap
- ✓ Technology Strategy
- ✓ Data Strategy
- ✓ Change Management and AI Governance

- ✓ Generative AI Solution Development
- ✓ Generative AI in Product and Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, our view on ideal uses cases, how to get started, and more. Visit us at our [Generative AI website page](#).

YOUR PARTNER FOR THE FUTURE

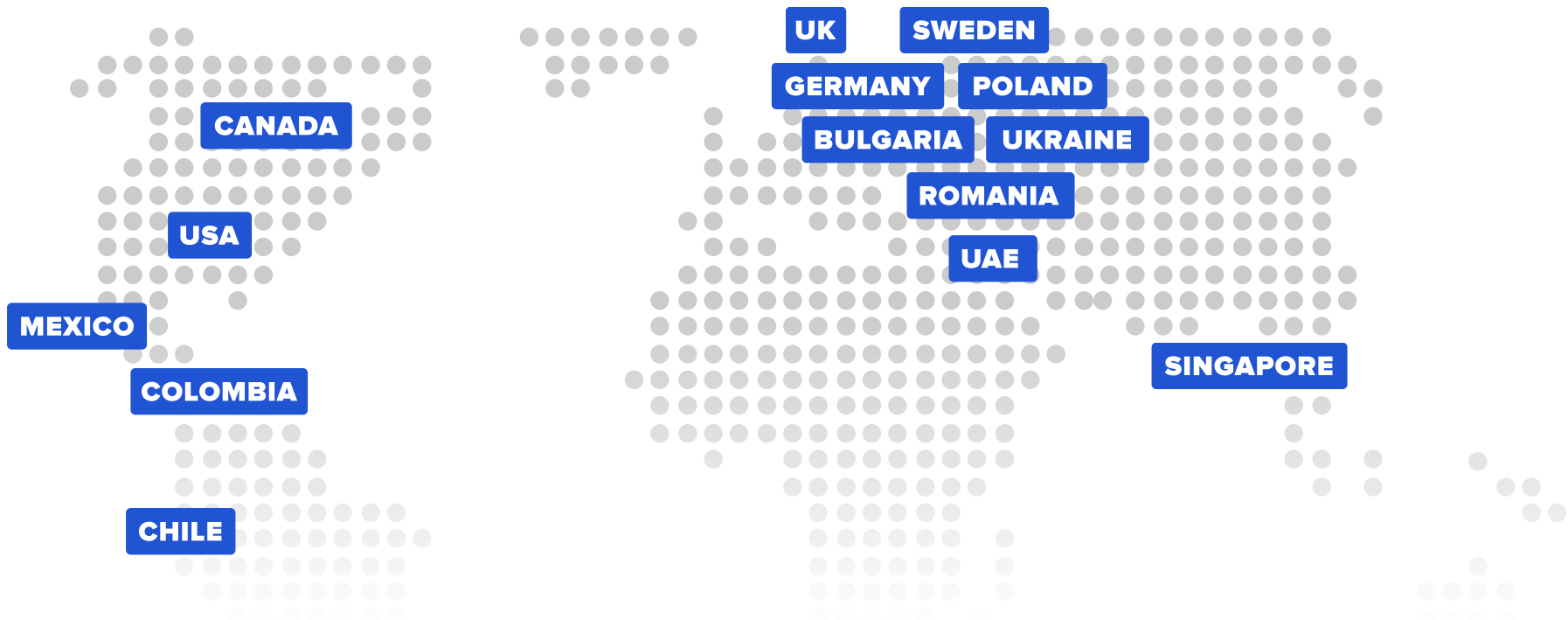
DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

30 Years of Experience

98% Client Retention

14 Countries of Operation

58 Offices Worldwide



GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

120+
GCP Enabled Customers

690+
GCP Certified Resources

100+
Data Science Experts

3
Anthos Fellows



AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

500+
AWS Certified Resources

100+
AWS Certified Solution Architects

50+
AWS Professional Certifications

11
AWS Competencies



MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

250+
Azure Certified Professionals

19+
Years as a Microsoft Partner



NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

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DEEP TECHNOLOGY EXPERTISE IN AI/ML

**HUMAN-FIRST APPROACH TO DESIGNING
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS
WITH CLOUD SOLUTIONS PROVIDERS**

LET'S TALK

