Cognizant® Virtual Health Solution

Accelerate the Shift Toward Consumer-Driven, Anywhere, on-Demand Care

An industry-wide shift

The on-demand healthcare economy has arrived and is here to stay. The pandemic has accelerated the need to shift toward a consumer-driven healthcare model. Healthcare organizations now need to invest in the right technology and capabilities to meet the new demand for virtualized care to effectively serve members and patients in a profoundly different environment. Gaining value out of the new normal will require organizations to scale and integrate virtual health channels into legacy business models to keep patients safe, healthy and connected.

The challenge ahead

To succeed in this new era of healthcare is easier said than done. The pandemic cost the U.S. healthcare system $323 billion in 2020,[1] aggravating existing industry challenges such as the healthcare needs of an aging population and growing competition from non-traditional players. Research shows that 41% of healthcare organizations are in a fragile state,[2] having failed to adapt to unprecedented levels of disruption.

Achieving success through integration

Leaders now need to think about healthcare in a fundamentally different way, shifting their focus to the integration of virtual and traditional care to drive improved outcomes in a coordinated care model.

To develop a successfully integrated model, organizations need to redesign patient experiences, reimagine the caregiver interface, create care models that support continuous, anywhere care and harness the right technology to seamlessly bring together applications in real time.

$246 billion ambulatory and home healthcare could have been virtualized in 2020 alone.[3]

[1] American Hospital Association, "New AHA report: losses deepen for hospitals and health system"
[2] Gartner, "Healthcare Digital Transformation"
[3] McKinsey & Company, "Telehealth: A quarter-trillion-dollar post-COVID-19 reality?"

Cognizant®

Our offering

Cognizant provides consulting, operations and technology services to help launch, scale or enhance virtual health capabilities for healthcare organizations. Our services are underpinned by unique accelerators, best-in-class partners and future-focused security solutions.

Virtual health services

Strategy and design

- Use case definition
- Business case creation
- Program design
- Population identification
- Provider readiness assessment
- Business and IT impact assessment
- Implementation ROI roadmap

Product development

- Product feature definition
- Product management
- Experience design
- Agile/Scrum/pod teams
- Testing and release management
- Digital engineering

Implementation

- Provider/patient change management, including training and communication
- Workflow/care model configuration
- Results/engagement tracking and remediation
- Remote app/IoT testing
- Vendor integration/ coordination

Care coordination

- Inbound calls
- Onboarding calls
- Clinical escalations
- Case management support
- Post discharge transition support
- Care navigation

Get started with Cognizant

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Assess

We start with a diagnostic that reviews the entire value chain. We assess reimbursement, technology physician/consumer engagement and then produce a roadmap for success.

Design and PoC

We carry out process redesign, embed our omnichannel contact engagement solution and chronic disease management apps, and connect and analyze patients' data.

Deliver

We deliver the future state set out in the roadmap. A bespoke solution that improves patient experience, care models, technology flow and reimbursement models.

Why Cognizant?

We're committed to helping improve millions of lives, working with our clients to tackle the biggest challenges in healthcare.

As a global healthcare leader we have an unrivaled client base and the most comprehensive suite of industry offerings, services and platforms that span the across the entire healthcare value chain. Over 200 million lives are supported by one or more of Cognizant's software platforms.

Our team of dedicated healthcare professionals, technology ecosystem and ability to establish a market-leading vision are why the world's leading healthcare companies choose us to deliver better outcomes for their patients and businesses.

To learn more, visit **cognizant.com/virtual-health-solutions**

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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