

# Powering the Business of Healthcare

## Essential Insights

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### **Transforming Patient Experience:**

Discover strategies to reduce service times by 40% while improving satisfaction to 99.9%.

### **Maximizing Healthcare ROI:**

Learn how AI-powered engagement delivers 5:1 returns on virtual care programs.

### **Optimizing Clinical Resources:**

Explore approaches saving health systems \$2.1M by eliminating administrative burden.

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# As a healthcare business, your patients and members expect exemplary treatment **experiences**

You are also expected to deliver business value – optimizing costs, revenue growth and powering the demands of consumerism. Looking more deeply at the state of the industry today, the business of healthcare faces vast challenges with staffing, legacy technology and negative perceptions and experiences in receiving and paying for care.



# It's a monumental task to thrive in the business of healthcare.

Carenet Health is here to help with unmatched perspective shaped by over 20+ years of trusted relationships and more than 500 premier health systems, payers and health services organizations.



## In an era

shaped by artificial intelligence, data-driven insights and customized consumer experiences, healthcare companies must embrace change and prepare for seismic shifts to be successful. Whatever your organization's role in today's dynamic healthcare ecosystem, addressing opportunities and challenges will require a delicate balance between financial performance, technology advancement and staff satisfaction along with many other priorities.

We have carefully orchestrated our healthcare only business to operate with excellence and knowledge to help you address your unique business challenges and goals.

### Providers

Providers face high demand for digitized, personalized service with staffing challenges. At the same time, health systems strive to advance patient acquisition, proactive care engagement and commitments to their communities. Achieving long-term visions for financially sustainable value-based care, population health and talent management requires a fortified, expert partner who can improve the patient and employee experience while allowing providers to focus on what they do best – care.

### Payers

Today, payers are shaping a vision for the future where they are far more than 'just an insurance company.' They must be a trusted partner to their members, reaching farther and going deeper to help individuals and families get care, be more connected and improve wellness. They must also serve a critical function in the broader healthcare ecosystem – helping move money efficiently and accurately to allow businesses to thrive.

### Health services

The broader healthcare market is crowded with disruptors with varying levels of resources and capabilities. The future promises a busy ecosystem sprinting to keep up with the pace of AI-powered self service, M&A and consumer demand. Moving forward, companies need a proven, modern partner with futuristic insights



# 70%

Of top healthcare  
Organizations are using  
the carenet health platform

# 01. The Business of Healthcare. **Defined.**

The business of healthcare is a system of innovation, proven processes, solutions and talent that deliver value-based care and better experiences for consumers navigating their healthcare journeys.

Carenet is an integral part of the healthcare ecosystem. We partner with providers, payers and other organizations to reimagine the future of healthcare and help you deliver on your promises. We collaborate with clients while introducing innovative transformation processes that advance growth, optimize costs and power greater consumerism in the industry.



**135+**

Million  
multi-channel  
consumer  
interactions with  
carenet health  
last year



## Our commitments and expertise are focused in three areas:

### **Innovation**

Our leading-edge technologies simplify and improve consumer experiences while maximizing business efficiency and impact.

### **Insights**

We leverage unmatched insights from our rich engagement data and deep relationships across the industry to anticipate future healthcare business needs and challenges while delivering innovative solutions with proven outcomes.

### **Excellence**

Our health advisors are seamlessly integrated to address the most challenging population healthcare needs while meeting your business objectives. In our experience supporting more than 500 premier health plans, providers and health service companies globally, these are the most effective approaches to ensuring the business of healthcare drives positive outcomes. Read on to learn more about the solutions we offer to deliver market-leading client-partner outcomes.

## 02. The Business of Healthcare. **AI-Powered.**

Digital transformation is not new to healthcare and is not immune to the increased level of complexity the industry faces. Many healthcare organizations work with mountains of technical debt, an urgency for modernization, advanced consumer demand and budgets and timelines that are constantly pushed to the limit.

It is more important than ever to partner with a company that has already elevated its capabilities with modern, efficient and proven technology. This will allow you to focus on your strategic direction without the burden of identifying, testing and implementing new tech infrastructure.

Providing future-proof technology is a key facet of what we do. But the reality of our strategy is deeper than a surface-level service offering.

Our core technology is a cloud-based, standard API configuration that connects with our clients' systems to provide uniform patient communications and data-driven outcomes.

### Our AI-assisted CX solutions innovate in five core areas:

#### Engagement

Our Intelligent Engagement™ Enterprise leverages our expert talent orchestrated with modern, cloud-based technology to support consumers' choice, convenience and control when managing appointments and other key interactions.



**100+**  
Million digital  
consumer  
interactions  
with carenet  
annually



We connect the right people at the right time and place to activate personalized interactions, so patients and members feel seen and heard.

### **Clinical Support**

We provide best-in-class clinical staff members who deliver care across all channels including remote patient monitoring, nurse navigation and health coaching.

Our 24/7, flexible infrastructure provides scalable support to ease the workload of your internal resources.

### **Telehealth**

Our virtual nurse triage center and nurse advice line provide 24/7 nurse navigation and symptom triage to divert unnecessary emergency department/urgent care visits, which help our clients save more while helping patients identify the correct level of care for their needs at the right time and place.

These services also provide behavioral health crisis support.

### **Advocacy & Navigation**

Our advocacy services support commercial clients and their employees. While serving differing populations, we offer 24/7 access to care for employees to connect with an advocate regarding medical and dental needs.

### **CX Analytics**

Our AI-powered CX analytics group provides a holistic view of the consumer's healthcare journey while predicting the next best action to improve customer experiences.

Our team supports you in defining your best customer service journey – identifying where communication breaks down between your business and your consumers to reduce friction points and enable exponential efficiency.

### **Our Commitment To AI-Powered Technology**

Generative AI and other technological advancements are now part of everyday, toptier business conversations. The potential is limitless, while also daunting and undefined. We are advancing our AI and machine learning capabilities by unifying the best data-driven insights and high touch human intervention.

Our health advisors are focused on caring for consumers while our AI assistant quickly rationalizes predictive responses from disparate systems into a single pane of glass for our health advisors to provide the best and most clear engagement. These innovative AI capabilities empower us to deliver the deal commercial model for your business.

## 03. The Business of Healthcare. **Informed.**

Advanced digital transformation brings a wealth of new data that will radically transform how care is delivered and how healthcare organizations think about business value.

At Carenet, we leverage our trusted relationships with major industry players to power mass learnings about the ever-changing business of healthcare. We capture vast amounts of consumer feedback and insights allowing us to inform the data-driven products, services and programs we offer. We can also quickly navigate evolving compliance and regulatory demands and deliver flexible strategies working inside current client profiles and systems through our integrations with various EMR systems.



**5:1**

Average ROI  
for Virtual care  
Programs  
facilitated  
by Carenet  
Health

### Let's explore three current industry challenges where we provide support through our informed insights:

#### Patient Acquisition & Growth

One of the biggest pain points for providers and health systems around the U.S. has been the ability to acquire and retain patients. Growing "Share of Care" in a market is vital for the continued financial success of a hospital or health system.

To drive patient acquisition, providers need to deliver in key areas such as affordability, quality care and ease of access. Our solutions help providers elevate all three to create better, more personalized, growth-oriented experiences for patients.



75%

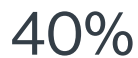
Reduction in  
after-contact  
Work needed



Beyond acquisition of new patients, personalized care and consumer-centric services, we help providers retain the patients already in the system. Patients who receive quality experiences build a strong relationship with their provider, meeting expectations and creating a long-term, multi-generational patient experience.

### Medicare / Medicaid

Medicare Advantage payers and providers have reached a critical pressure point. With patient demand rising and larger companies downsizing their Medicare plans, there is a need for more choices and control over Medicare Advantage options.



40%

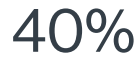
Reduction in  
average Service  
interaction time



Our suite of services focuses on maximizing profitability and strengthening your financial foundation. These tools support the business of healthcare through insightful consultation, technological innovation and personalization that boosts the consumer experience while attracting and retaining members.

### Staff Management And Support

Our ability to maximize every contact through our rich knowledge and global scale enables us to quickly rationalize the needs of our clients and deploy transformational solutions to ease the burden on healthcare workers.



40%

Increase in  
client net  
promoter scores



Our capabilities empower health advisors to make real-time decisions to personalize care and help patients, members and consumers reach solutions faster.

Our right-shoring strategies enable us to tap the best professionals worldwide to meet your business needs and navigate the high volumes of consumer interactions you encounter each day.



## 04. The Business of Healthcare. **Optimized.**

Universally, consumers are demanding a more personalized approach to healthcare likened to their experiences with retailers, banks, tech providers and others. Layered with the high-stakes nature of managing their family's health, delivering this experience is paramount.

Regardless of industry, the companies that master customer service have one thing in common: operational excellence. Our 25+ year track record of delivering proven market-leading outcomes for our clients and partners means we know what it takes to help your business thrive.

### With scalability and speed-to-market to fit your unique needs, we drive value at three critical dimensions:

#### Growth Enablement

Our tech-enabled clinical teams help hundreds of clients ensure their populations are supported by experts with personalization aligned to patient's symptoms and needs.

Carenet helped one leading academic health system achieve an annual **ROI of \$72 million** by recapturing lost revenue through re-booked or rescheduled appointments for patients on the waiting list.

Carenet helped a leading Medicare Advantage plan garner **\$52 million in annual revenue** by improving star ratings and member satisfaction.



400

Licensed  
clinicians



1600

Health advisors



We drive improved star ratings on a cost and value basis.

Our performance-based health action platform leverages the collective power of our more than **400 licensed clinicians and 1,600 health advisors**, customer analytics and AI and machine learning capabilities.

Highly rated plans invest time to take a critical look at all facets of star ratings and engage every department that contributes to member health and satisfaction by:

- **Mapping member experiences when seeking service and support, often at critical times.**
- **Evaluating relationships with the healthcare providers who make up healthcare payer networks.**
- **Medicare Advantage and Medicare Part D plans with four or more stars result in better overall performance and reimbursement rates.**

#### Cost Optimization

We reduce costs by efficiently guiding consumers through the complexity of multiple care settings. Our deep knowledge of the patient healthcare journey allows us to quickly scale new solutions, optimize workflows and deliver accelerated cost savings and revenue growth for clients.

Carenet has helped the industry save **\$107 million annually through redirection of care and avoiding unnecessary care costs** for patients, on top of driving efficiencies elsewhere in healthcare operations.

Carenet delivered annual cost savings of \$2.1M to a leading academic health system by removing administrative burden from RNs and allowing them to

#### Three Powering Consumerism

To maintain loyalty and provide high-quality care, providers, payers and health service organizations must embrace a new model that puts the needs and desires of consumers first.

By putting the patient experience first, health systems can attain the downstream effects of improved, AI-enabled patient services that improve consumer choice, convenience and control.

With one in three Americans having access to Carenet team members and solutions, we enable predictive insights and proven recommendations at scale.



500

Premier  
healthcare  
Companies  
supported  
by Carenet  
Health



24/7/365

Carenet Health  
nurse navigation  
symptom triage  
services



500

Premier  
healthcare  
Companies  
supported  
by Carenet  
Health



24/7/365

Caret Health  
nurse navigation  
symptom triage  
services

With over 100 million digital interactions annually, we offer industry-leading solutions to help clients focus on empowering the consumer by:

- Increasing care accessibility for patients.
- Using technologies that ease the customer experience while balancing high tech costs and change resistance.
- Providing personalized engagement opportunities that help consumers navigate care management and finances with ease.
- Anticipating and preparing for changes that CMS and other regulators have signaled for the future, and delivering this modern experience, requires highly organized optimization across technology platforms and staff while fully understanding the complexities of the changing healthcare environment.

**We can be a key player in helping  
your organization achieve the goal of  
operational excellence.**

Winning team: Our AI-enabled recruitment, onboarding and assessment processes allow employees to build close relationships and deliver top performance.

Learner-Centric Environment: We partner with our clients to reimagine the client vendor relationship through real-time AI coaching, enhanced knowledge sharing,

speed to proficiency and ease of scaling.

**Tech-Enabled Performance:** World-class technology drives our understanding of the consumer healthcare journey as well as our security and compliance measures.

**Quality Standards:** We commit to consistency and reliability with standard agent performance assessments as well as feedback and coaching programs. We also leverage advanced analytics to identify trends and opportunities to enhance our performance.

**Designed for Scalability:** Our solutions are designed to facilitate purpose-built, secure and cost-optimized healthcare engagement insights that can be customized to fit your business's size and needs.

**Caret Insight Analytics:** Our AI-powered contextual analytics provide a holistic view of the consumer, paired with advanced measurement capabilities to optimize over time.

**Professional Services:** This new offering from our Insights Analytics Group involves using statistically significant and structured data to develop actionable insights for our clients that help deliver operational excellence and drive critically successful outcomes.



1 of 3

Americans  
have access to  
Caret Health  
solutions

## 05. Ready to Deliver the **Future of Healthcare.**

The business of healthcare is complex. Organizations aiming to become industry leaders must grasp the influence of consumers and technology. They should redefine their businesses to provide unparalleled expertise, solutions, cost-effectiveness and growth consciousness.

It's not a moment for timidity. It's time to delve deep into your organization, take confident risks and draw out your greatest potential.

**For more than 20+ years**, we have delivered leading-edge innovation, unmatched perspectives and operational excellence to support healthcare companies looking to solve complex business challenges faster while delivering best-in-class engagement outcomes for consumers.





# Powering the Business of Healthcare.

**Connect** with a Carenet expert here to discover how we can help your business. Find more insights on the business of healthcare at [CarenetHealth.com](https://www.carenethealth.com).

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