



The proof is in the health outcomes

We offer a comprehensive platform designed from the ground up to provide the tools, expertise, and support you need to enhance patient experience and successfully deliver against value-based contracts. Our modular Health Outcome Solution architecture seamlessly connects clinical and administrative services, analytics and technology.

comprehensive and personal healthcare itinerary for each patient. Conduent can retrieve clinical information, complete a detailed health status interview, create risk stratification, and identify programs to engage the patient. For other clients, we will work side-by-side with internal teams that are also leading patient outreach. Several clients will make the initial attempts and utilize Conduent as a second-pass vendor to reach the “unable to contact”.

Targeted follow-up

Targeted engagement is completed at several points over the course of the year. Conduent can execute all modes of outreach (telephonic, automated IVR, text, email, paper, etc.) or address a single channel of communication.

Campaign reporting and ROI

Conduent provides detailed reporting and analytics services for all of our patient engagement programs. Conduent can also assist clients in conducting longitudinal tracking of patients to determine ROI and refine engagement strategy.

Continuous campaign tracking and outreach coordination

Our MedGine rules engine tracks and coordinates all aspects of patient engagement for a program. MedGine is readily configured to establish rules for managing patient outreach.

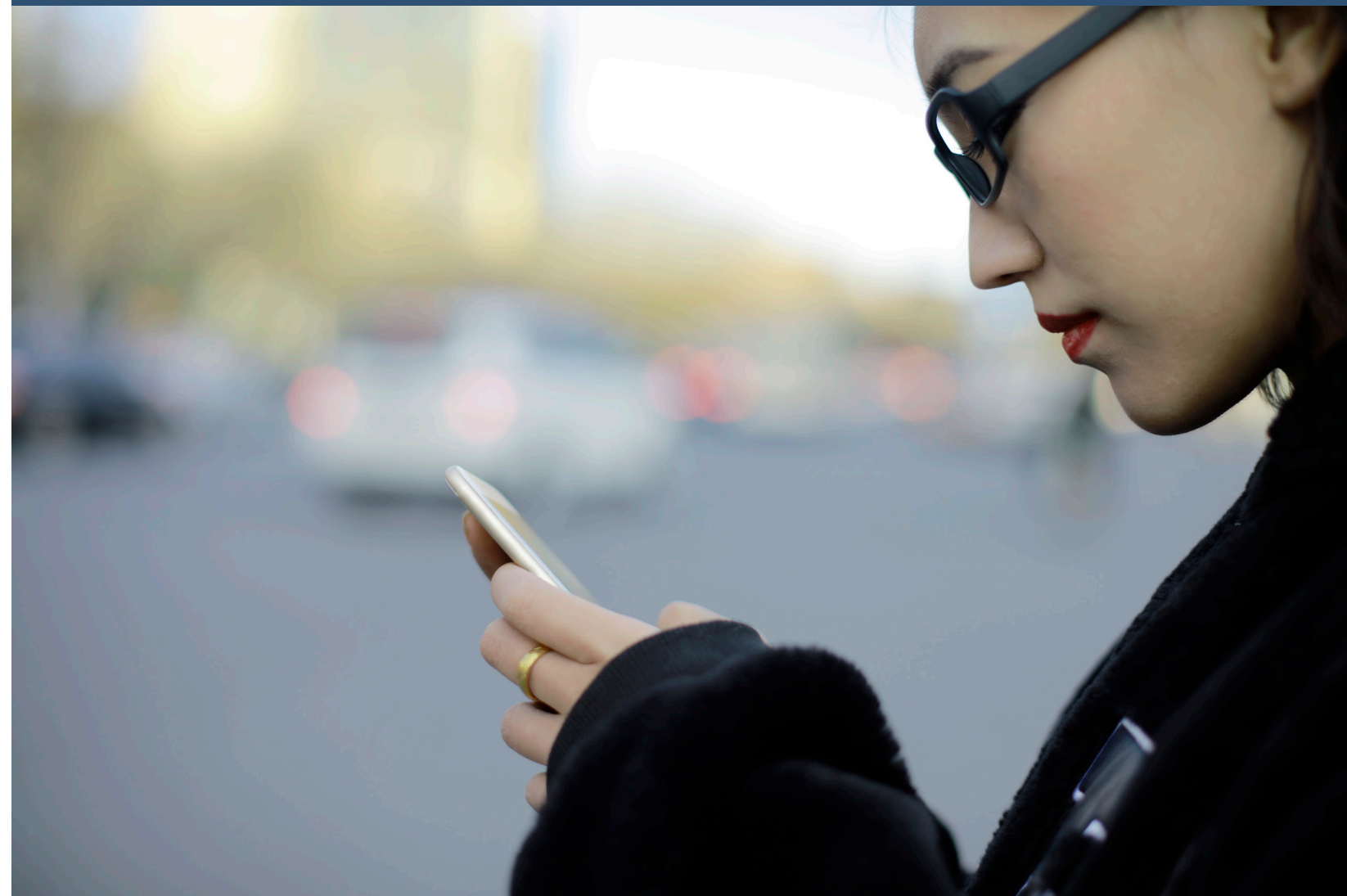
Conduent – creating a partnership for impact

We welcome the opportunity to discuss potential options for creating a seamless patient engagement experience. Our capabilities are proven to drive meaningful impact to engage, connect and motivate your patients.



Integrated patient engagement
Provider Health Outcomes Solutions

We ensure you have all of the tools and resources you need, when you need them, to effectively engage the populations you serve.



Comprehensive, seamless patient engagement

Post-discharge care coordination is a major challenge facing the healthcare industry. Of the more than 39 million annual discharges it is estimated that approximately 12% of patients report new or worsening symptoms within a few days post-discharge and over 20% of patients has a complication or adverse event after being discharged. In addition, providers are taking more and more risk and the direct and indirect costs of inadequate discharge coordination result in worse health outcomes, readmissions penalties, reduced reimbursements, poor quality scores, and legal liability.

Gaps in preventive care collectively cost providers billions in revenue, lower health outcomes and quality scores, lead to leakage, and increase the per capita cost of healthcare. Medicare Part B and Other Covered Patients aren't taking advantage of preventive care they need for which they have coverage. It is estimated that 80% of Medicare patients don't take advantage of an annual wellness visit and 30% of Medicare patients don't get any preventive care services.

These realities combined with the shift from fee-for-service to outcomes-based payments are driving Healthcare Providers to consider new options for patient engagement.

Key challenges faced by providers include:

- Consistently meeting staffing requirements with trained personnel and not interfere with attending to other clinical care management responsibilities
- Coordinating multiple, disparate campaigns and touchpoints with patients
- Personalizing the patient engagement
- Reaching and engaging patients to complete targeted activities and take action
- Continuously improving and fine-tuning programs
- Balancing low-cost automated outreach and high-touch, personal outreach to maximize ROI

Two key areas of focus that leverage existing Conduent capabilities are:

- Post-discharge care coordination
- Preventive care utilization

Integrated patient experience

Conduent's vision is to assist in the transformation of healthcare by

creating a connected patient experience focused on triple aim – cost, quality, and patient experience. Core Tenets of our vision include:

- Prospectively engage the patient as an extension of the clinical management
- Acting on behalf of the hospital or practice without taxing internal resources
- Identifying and addressing gaps or transitions in care
- Supporting effective patient decision-making
- Connecting and coordinating across silos
- Providing comprehensive reporting

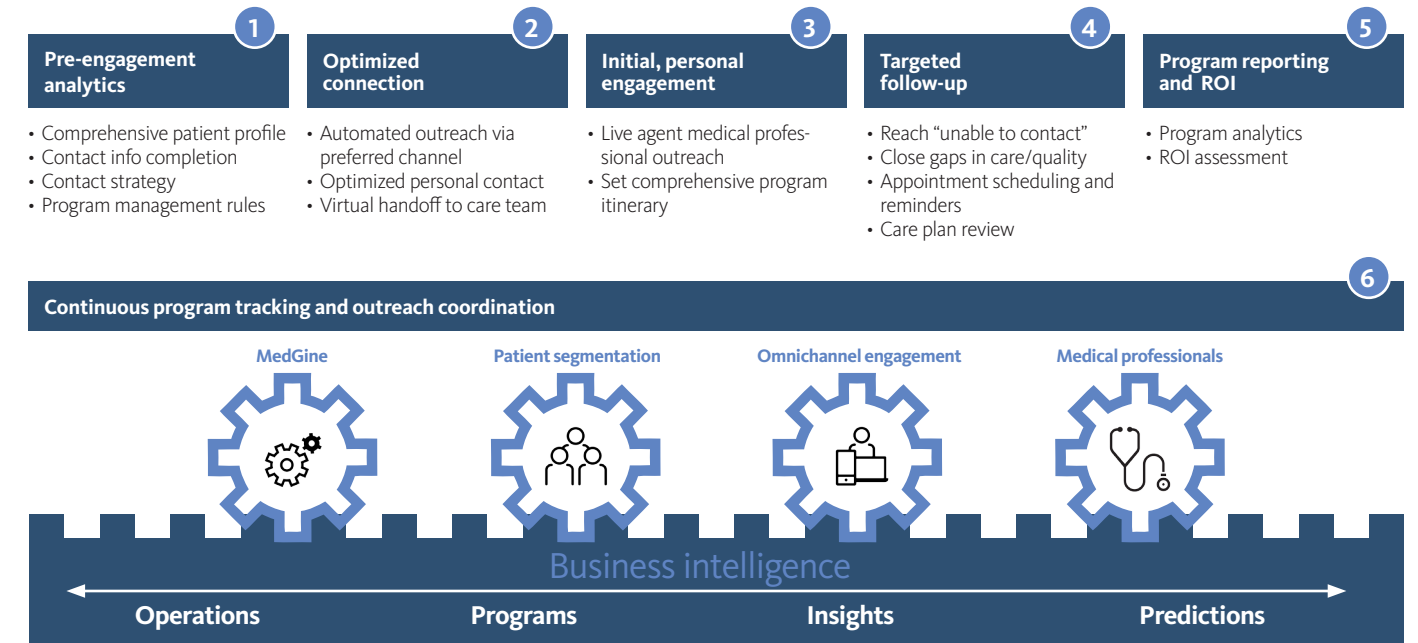
Our post-discharge care coordination and preventive care programs leverage a number of our broad industry capabilities including:

- **Healthcare contact centers** that are regulated, industry compliant, use a HITECH friendly data environment, provide round the clock coverage using clinical and non-clinical staff, employ multi-modal engagement (voice, email, secure messaging) and are an extension of the providers healthcare team
- **Technology platforms** that include infrastructure support for service providers, apply rules-based engagement strategies, manage patient engagement workflow, and facilitate omni-channel communication to engage patients with a combination of the right channel, right time, and right content
- **Health Outcome Advisory (OAS) Services** for program designs that are patient-centric and that consider technology, governance and process/change management
- **Midas Analytic solutions** including Juvo® Care Performance Platform and other industry recognized health analytics tools that integrate data, workflow, and reporting for optimal performance.
- **Healthy Communities Institute** analytics to identify target populations, risks, and potential ROI
- **Workers Compensation services** to help you proactively manage everything from bill review to analytics.
- **Pharmacy services** for medication adherence and medical reconciliation

Our prospective approach to patient engagement

Conduent has been at the leading edge in helping health plans and healthcare providers prospectively engage their members and patients in a personal, relevant and timely manner for more than two decades.

Modular solution components



Our comprehensive patient engagement capabilities complement healthcare providers existing internal capabilities and expertise. Conduent's modular components can create a more consistent end-to-end patient experience, as well as provide a balance of low-cost and high-touch capabilities.

Outlined next are descriptions of these components.

Solution components

Pre-engagement analytics

Conduent offers a number of services (OAS, MIDAS, and HCI) that enable healthcare providers to establish the profile of patients before any engagement program. These analytics and profile tools allow healthcare providers to create segmentation profiles, risk stratify the population, establish behavior profiles, and identify optimal contact information (including ideal phone number). Pre-engagement analytics can create a prioritized engagement strategy and identify optimal modes for initial outreach (e.g. live agent, medical professional, mail, automated IVR, text, etc.) In some cases, pre-engagement analytics can help increase patient engagement rates by more than double.

Optimized patient connection

Our proprietary technology platform (MedGine) determines the optimal time and mode of outreach to a patient. MedGine manages all

aspects of outreach. MedGine can track patient activity, automatically update and prioritize outreach. For example, MedGine can follow the activity of high-risk patients with chronic health conditions. If that patient fails to fill a maintenance medication in a timely fashion, MedGine may create a trigger to send out a text message or an outbound IVR call. If the prescription is still unfilled after one week, MedGine may trigger an outbound call from a Conduent medical professional (or the healthcare providers' clinical team member). Conduent can provide its proprietary inbound/outbound dialer capability to drive calls to the healthcare provider's internal clinical engagement team. In this situation, MedGine helps to stratify and prioritize the patients to target for outreach, identify ideal contact information, launch the call, and immediately transfer to healthcare providers' case managers. This capability enables case management teams to increase engagement rates and substantially increase the number of cases they can work.

Initial, personal engagement

The initial outreach to the patient is a critical factor in earning the patient's trust and ensuring that patients engage through future outreach. The initial outreach should also let the patient know what to expect in the future from the healthcare provider (e.g. type and frequency of outreach). Our comprehensive new patient onboarding utilizes our technology and medical professionals to create a