

Deep Dive into Customer & Employee Experience

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CIO, CareSource

89% of companies have launched a digital transformation

Only captured 31% of the expected revenue lift

Only realized 25% of the total expected cost savings

Lamarre, Smaje, Zemmel. *Rewired, The McKinsey Guide for Competing in the Age of Digital and AI*. Wiley. 2023



**WHAT &
WHY**



HOW

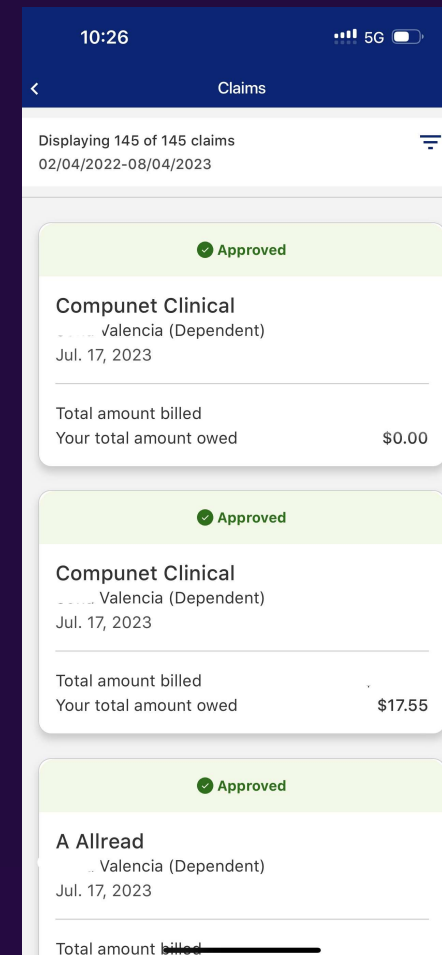
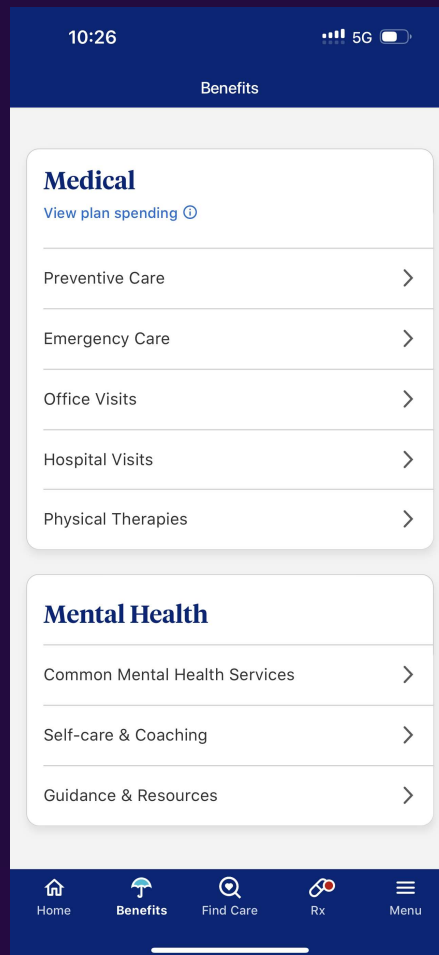
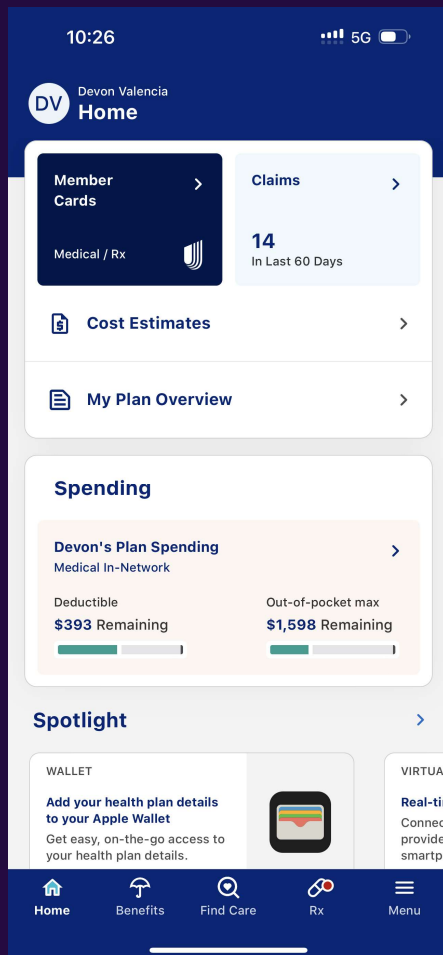


G/B/U

The act of a company putting themselves in the shoes of their customers and employees to reorient the way they make decisions and conduct business, resulting in amazing customer/employee-centric experiences.

mindset

shift power from the system to
the person



10:27



Explanation of Benefits



United HealthCare Services, Inc.
CHICO SERVICE CENTER
PO BOX 30055
SALT LAKE CITY, UT 84130-0555



Have more questions about your claim?
Visit www.myuhc.com
for all your claim and benefit information.

July 28, 2023

Member/Patient Information
Member ID: [REDACTED]
Member Name: [REDACTED]
Plan: [REDACTED]
Relationship: [REDACTED]
Group: [REDACTED]

Explanation of Benefits Statement
This is not a bill. Do not pay. This is to notify you that we processed your claim.

Claims Summary
Detailed claim information is located on the following page(s).

Dollar Amount	Description
[REDACTED]	Amount Billed The amount your provider charged for services provided to you.
[REDACTED]	Amount You Do Not Owe You do not owe this amount because either (1) you chose a network provider that gives us a standing discount, (2) you chose an out-of-network provider that agreed to an amount less than billed, or (3) it is a surprise bill and the law protects you from having to pay it.
[REDACTED]	Your Plan Paid The money your health benefit plan paid.
\$17.50	Total amount you owe the provider(s) The portion of the Amount Billed you owe the provider(s). This amount does not reflect any payment you may have already made at the time you received care. This amount may include your deductible, copay, coinsurance and/or non covered charges. This amount does not include any payments made to the subscriber*. If a payment was made directly to the subscriber, you/the subscriber is responsible for paying the physician, facility or other health care professional. * When coordination of benefits applies, this amount will include payments made to the subscriber.

STD-EOB
00000000000000000000000000000000

Use this EOB statement as a reference or retain as needed

Page 1 of 7

Services, Inc.
CENTER
UT 84130-0555
1212



Have more questions about your
Visit www.myuhc.com
for all your claim and benefit info

For [REDACTED]
P.O. Box [REDACTED]
SALT LAKE CITY, UT 84130-0555
Network
Claim Number: DYT18245301
Patient Account Number: 5035758

Service	Notes*	Amount Billed	Amount Not Owed	Amount Allowed	Your Plan Paid	Your Remitted Responsibility to Provider			
						Deductible	Copay	Coinsurance	Non-Covered
RLVIBT	DT	\$175.00	\$56.21	\$118.79	\$118.79	\$0.00	\$0.00	\$0.00	\$0.00
		\$175.00	\$56.21	\$118.79	\$118.79	\$0.00	\$0.00	\$0.00	\$0.00

**This total does not reflect any payments / copays you made at the time of service.
Please wait for a provider bill before making any payments.

For [REDACTED]
NET CLINICAL
Network
Claim Number: DYT633351301
Patient Account Number: 6854096

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what's the question we should be asking?

How do we take our data and create a personalized experience that **puts the member at the center** of their healthcare journey?

pivot

FROM functional, internal constructs
TO products
TO EXPERIENCES



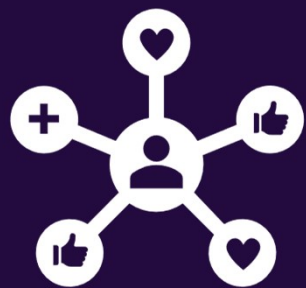
**WHAT &
WHY**



HOW



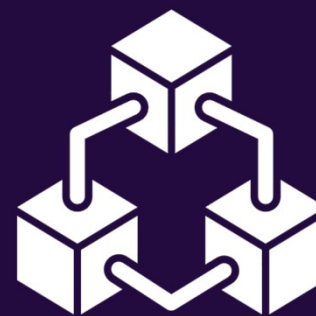
G/B/U



EMPATHY



GAME PLAN



**DATA &
TECHNOLOGY**

mindset

technology is an ACCELERATOR of human
connection & empathy

empathy



YOU



**SOURCE OF
INNOVATION**



**TALENT: HCD
PRACTICE**

ALIGNMENT
ON VALUE

1. Business-led digital roadmaps

Align senior leadership on transformation...and reimagine business domains to deliver outstanding customer experiences at a lower cost

DELIVERY
CAPABILITIES

2. Talent

Right skills and capabilities to execute and innovate

3. Operating model

Increase metabolic rate of the organization by bringing business, operations & technology together

4. Technology

Allow the organization to more easily use technology to innovate with pace

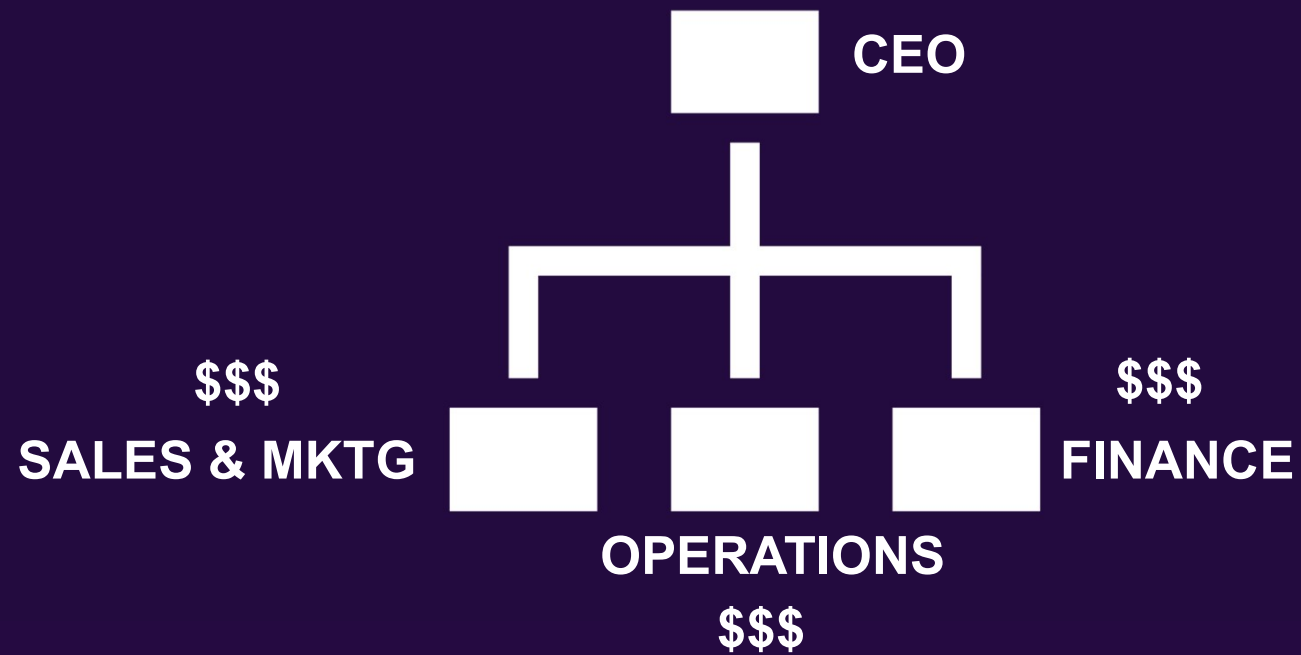
5. Data

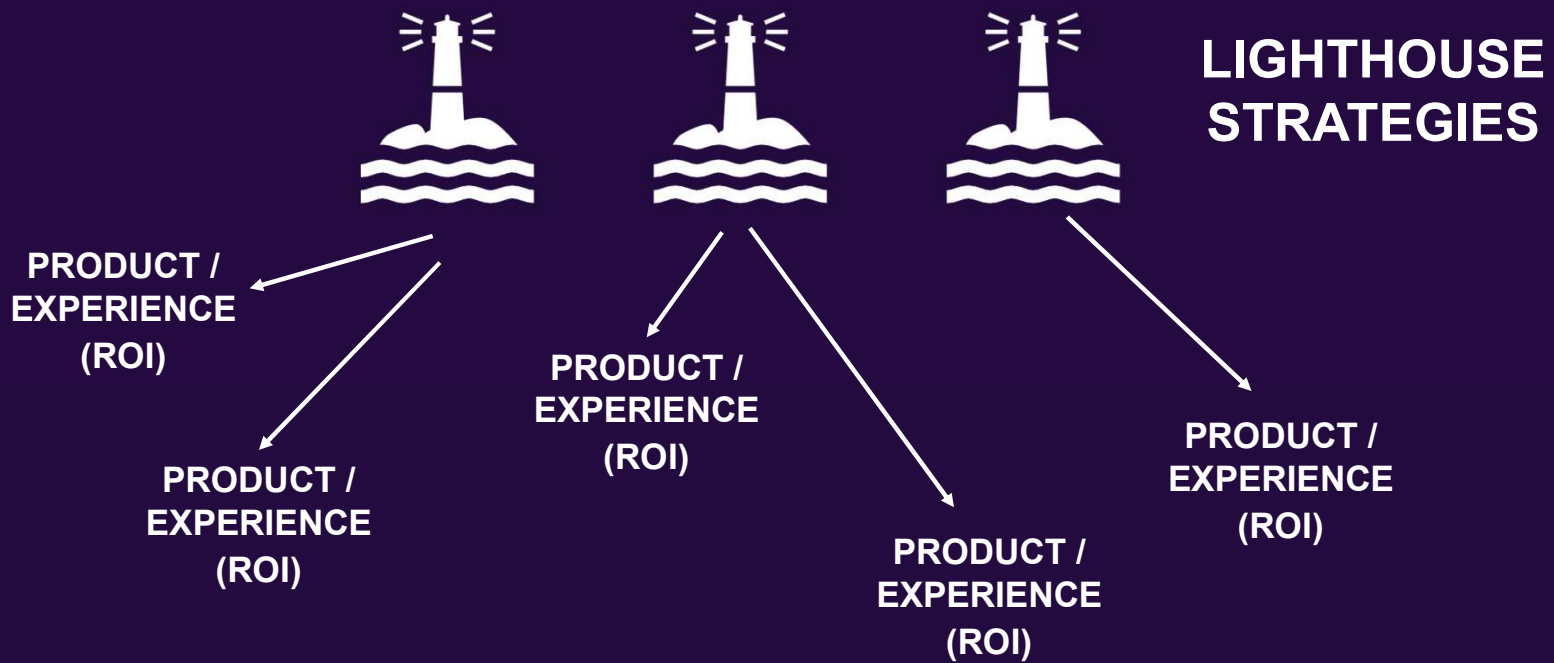
Continuously enrich data and make it easy to consume across the organization to improve customer experience, employee experience & operations

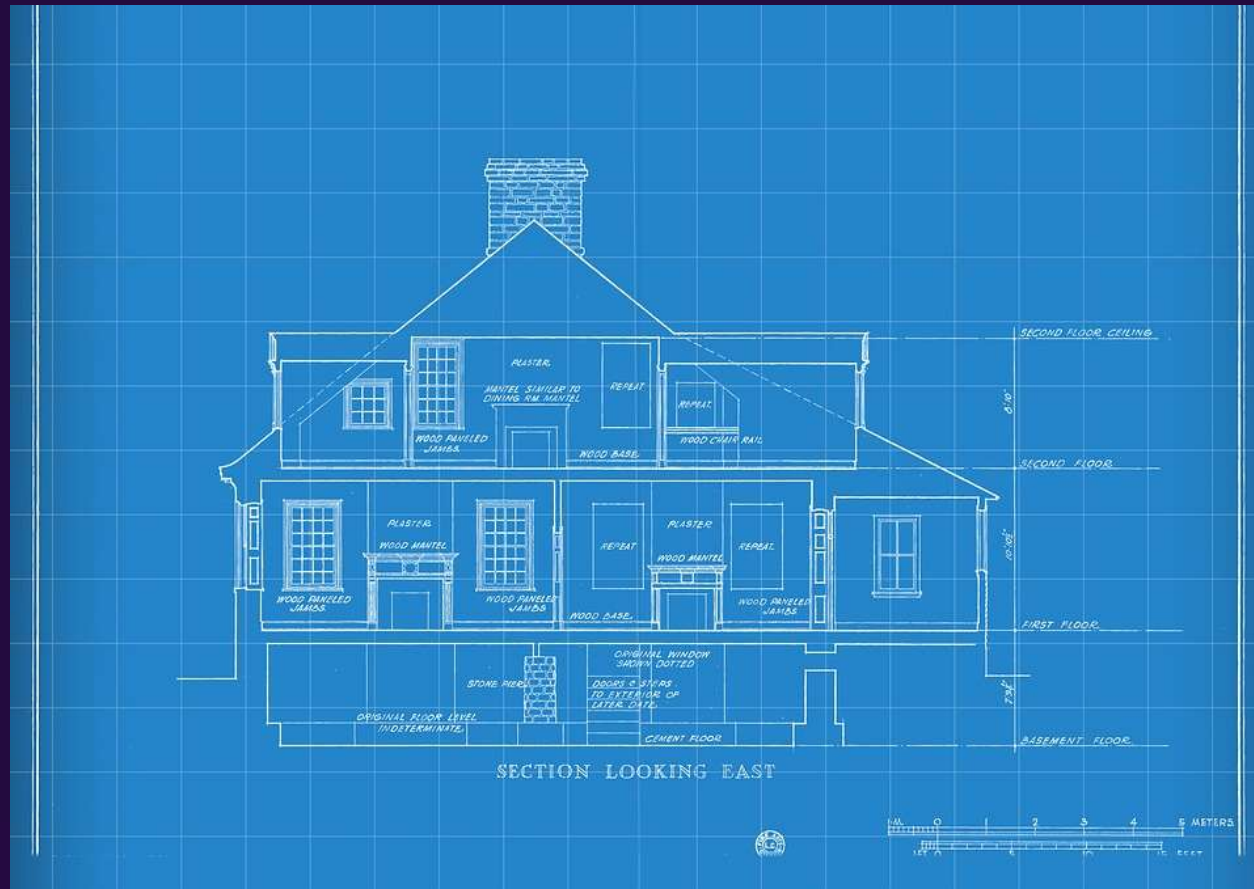
CHANGE MGMT

6. Adoption & scaling

To maximize value capture by ensuring the adoption and enterprise scaling of digital solutions and by tightly managing the transformation progress and risks.







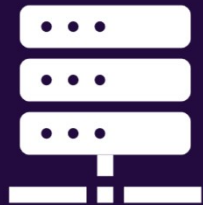
data & technology



DATA & INSIGHTS



DATA MOVEMENT



MODERN, RELIABLE CORE



SECURITY & INFRA



WHAT &
WHY



HOW



G/B/U

- Change is constant. The better you get, the faster it comes.
- It's a marathon: one step at a time; there's no losing, just winning or learning.
- The team you have today might not be the team for tomorrow
- Agile is a must – just stop talking about it!
- It starts at the top
- AND It starts with you

“Real change, enduring change,
happens one step at a time”

Ruth Bader Ginsberg



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Q&A

Discussion Questions

- How do you think about and create a long game tech strategy in order to innovate? Who in your organization needs to be involved in this to be successful?
- Human-centered design requires a different type of skillset and mindset. How do you identify, attract, and retain the right people with a diversity of experience and talent?
- You need to keep investing in ideas and trying new things to be successful. What are the structure and culture issues you need to have in place to develop innovate customer and employee experiences? What are the risk, governance, and investment guardrails you need to be aware of?
- What strengths/opportunities can you take advantage of in your organization to improve customer and employee experience? What needs to change? What's the next thing you are going to do to move forward?