Deep Dive into Customer & Employee Experience

Devon Valencia
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

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
### Claims Summary

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

<table>
<thead>
<tr>
<th>Service Code</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
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This is not a bill. Do not pay until we notify you that we processed your claim.

**Use this EOB statement as a reference or record as needed.**

**Explanation of Benefits Statement**

July 26, 2023

**Member ID:**

**Provider:**

**Date:**

**Total Amount:**

**Note:**

This amount does not reflect any coinsurance or deductible. This amount does not include any adjustments for errors, overpayments, or overcharges. This amount does not include any payments made by the subscriber. The explanation may include information on your provider's claim filing process and the limitations on availability of such information.

**When benefits apply, this amount will include payments made to the subscriber.**
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
mindset

technology is an ACCELERATOR of human connection & empathy
empathy

YOU

SOURCE OF INNOVATION

TALENT: HCD PRACTICE
# 1. Business-led digital roadmaps
Align senior leadership on transformation...and reimagine business domains to deliver outstanding customer experiences at a lower cost

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<tbody>
<tr>
<td>Right skills and capabilities to execute and innovate</td>
<td>Increase metabolic rate of the organization by bringing business, operations &amp; technology together</td>
<td>Allow the organization to more easily use technology to innovate with pace</td>
<td>Continuously enrich data and make it easy to consume across the organization to improve customer experience, employee experience &amp; operations</td>
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<th>6. Adoption &amp; scaling</th>
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<tbody>
<tr>
<td>To maximize value capture by ensuring the adoption and enterprise scaling of digital solutions ad by tightly managing the transformation progress and risks.</td>
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data & technology

DATA & INSIGHTS
MODERN, RELIABLE CORE

DATA MOVEMENT
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?