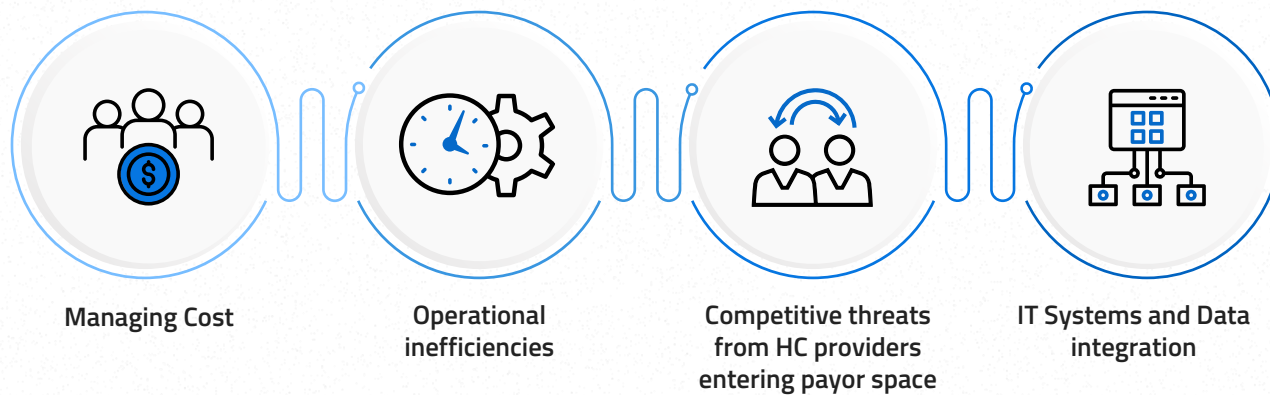# Cloudwick

Amorphic | **REDOX^** | **CLEARDATA**

Amorphic Data Cloud for Healthcare (HC) Payor
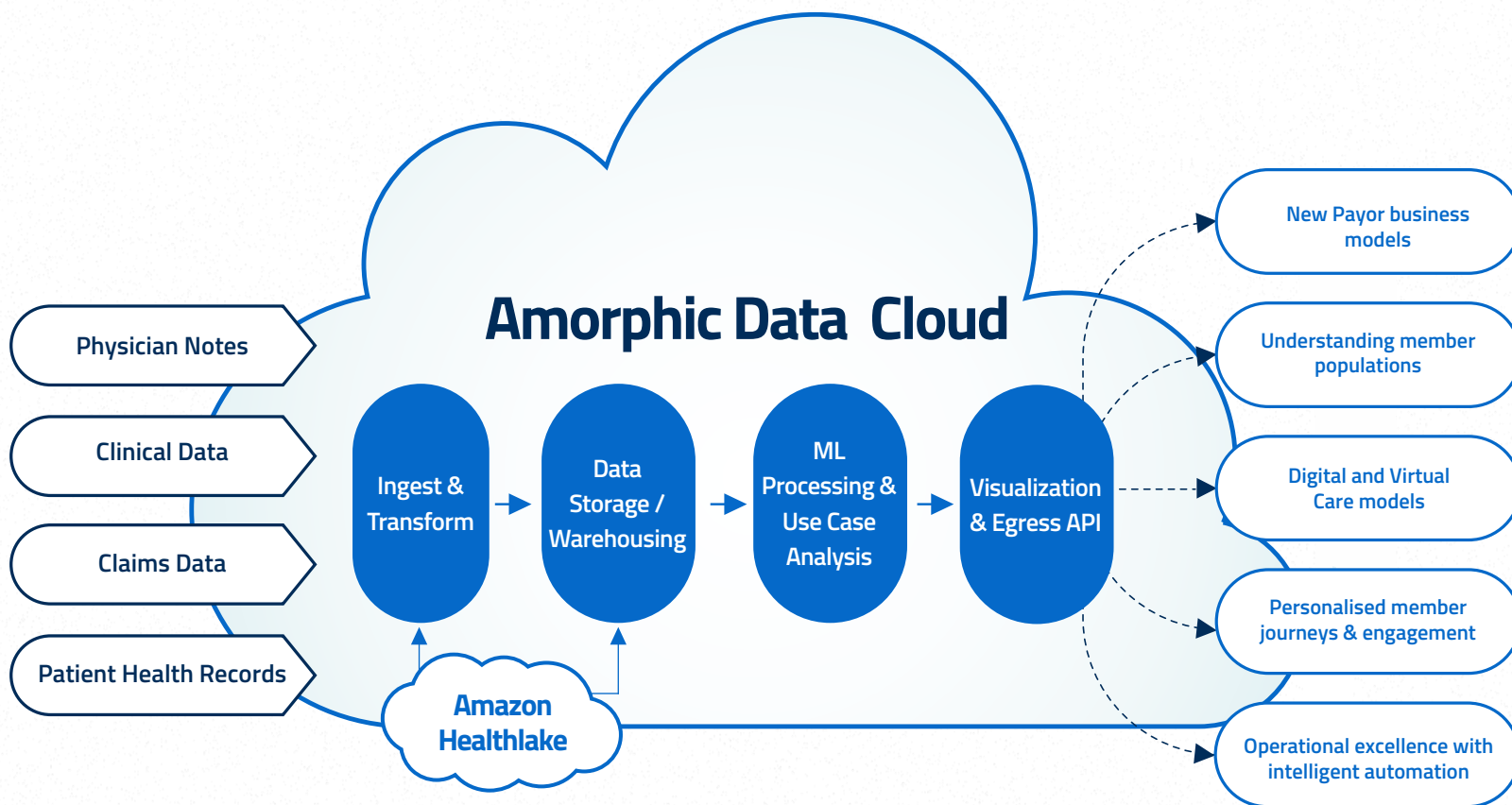
The Situation

The rising cost of healthcare, post-covid market transitions and changing consumer expectations are forcing payors to look for answers to their pressing business challenges.

Managing Cost

Operational inefficiencies

Competitive threats from HC providers entering payor space

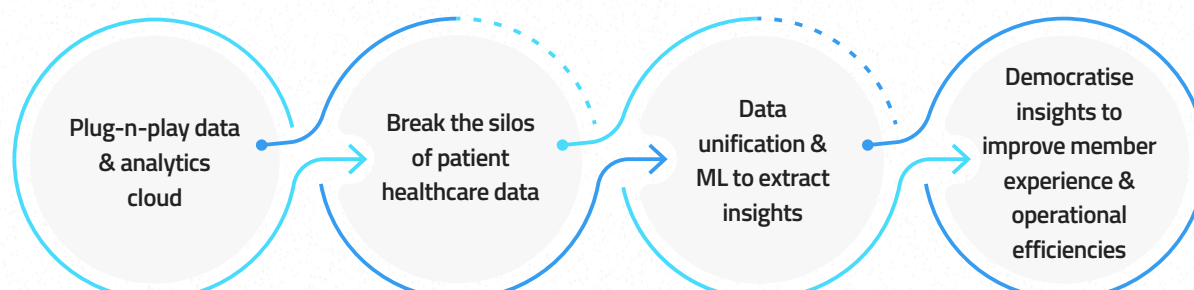**IT Systems and Data integration**

Opportunities and Drivers

COVID-19 has mandated the acceleration of digital transformation in the healthcare industry. Digital has the potential to overhaul the healthcare ecosystem by becoming member/patient-centric. Cloud computing and AI/ML technologies can create opportunities for payors to reduce care costs and improve operations.

Payors can further leverage Amazon HealthLake' easy data integration for fast development of visualizations and AI/ML models to derive insights for risk prediction and cost control on their extracted data in hours or days, not months. Store your data in the AWS Cloud in a secure, HIPAA-eligibile manner that can be audited.

Amorphic Data Cloud

Physician Notes · Clinical Data · Claims Data · Patient Health Records

Amazon Healthlake

Ingest & Transform → Data Storage / Warehousing → ML Processing & Use Case Analysis → Visualization & Egress API

New Payor business models · Understanding member populations · Digital and Virtual Care models · Personalised member journeys & engagement · Operational excellence with intelligent automation
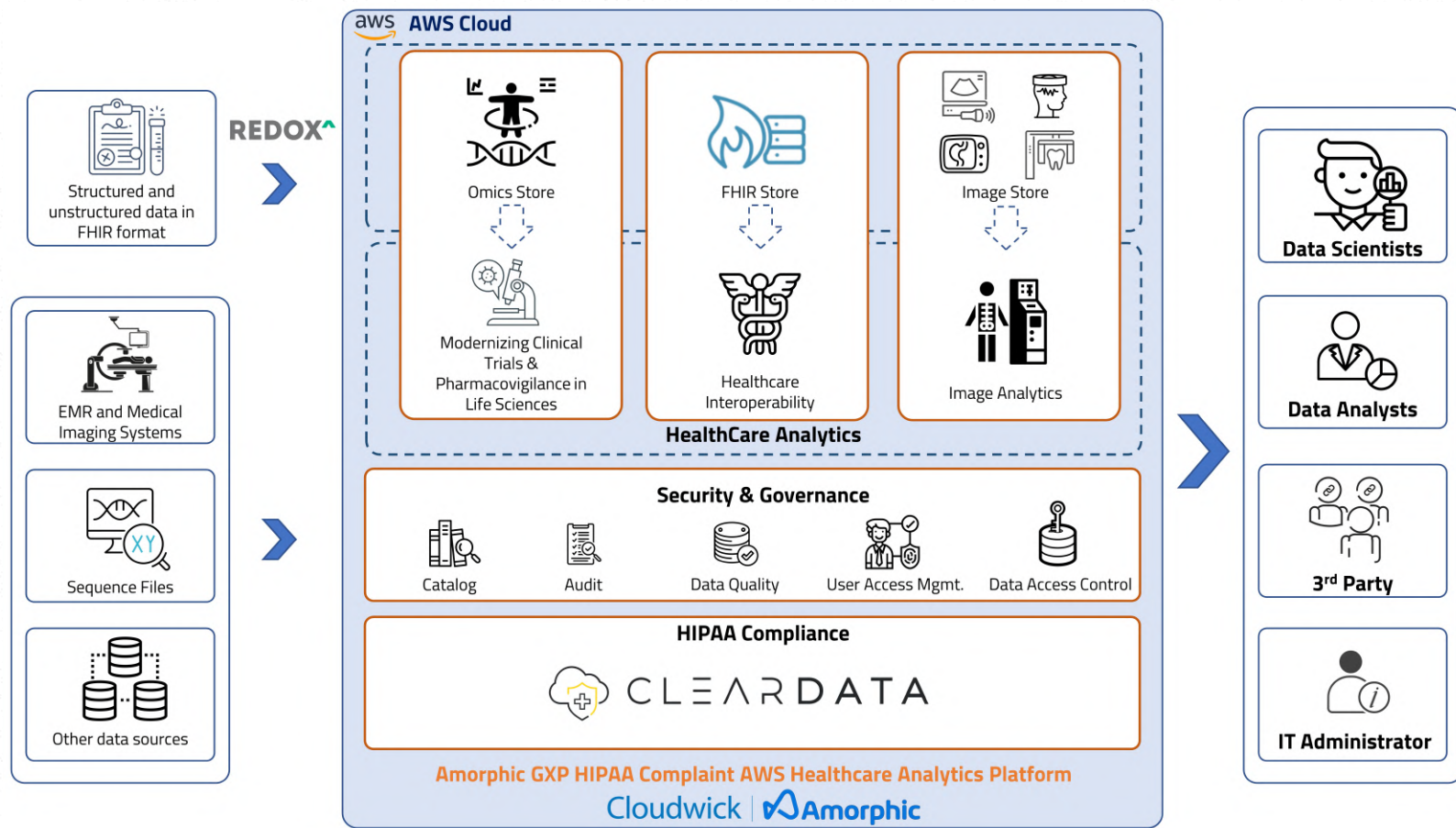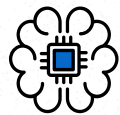
Technology Enablers

Data & Advanced Analytics can help unify patient data spread across multiple data silos that need to be unified and analyzed for meaningful insights.

Plug-n-play data & analytics cloud → Break the silos of patient healthcare data → Data unification & ML to extract insights → Democratise insights to improve member experience & operational efficiencies

Solution Architecture

Data Driven Use Cases

Intelligent Automation

Digitization of claims processing for process automation and smart workflows to lower costs and faster processing.

Fraud Prevention

Train ML models from previous fraudulent claims to detect future abuse through unusual claims.

Enhanced Member Experience

Predict member journeys to personalize interaction, and do predictive routing in call centers to match the right agent with the right member.

Personalized Healthcare

Use claims data combined with patient record data to predict and prevent health complications for chronic disease care.

Amorphic Impact

Faster Speed to Market

Lower Cost to Production

Optimised Skillset

How do we engage?

At Cloudwick, we take a top down approach to start with identification of current business initiatives that require analytical capabilities with their desired operational/business outcomes. Further, a mapping of key data and analytics use cases that align with the initiatives are shortlisted. A brief flow of engagement is shown below with outcomes at every stage.

Assessment/Workshop
Prioritised list of use-cases

Production
Implementing use cases at scale

Managed Operations
Ongoing operational support for use-cases in production