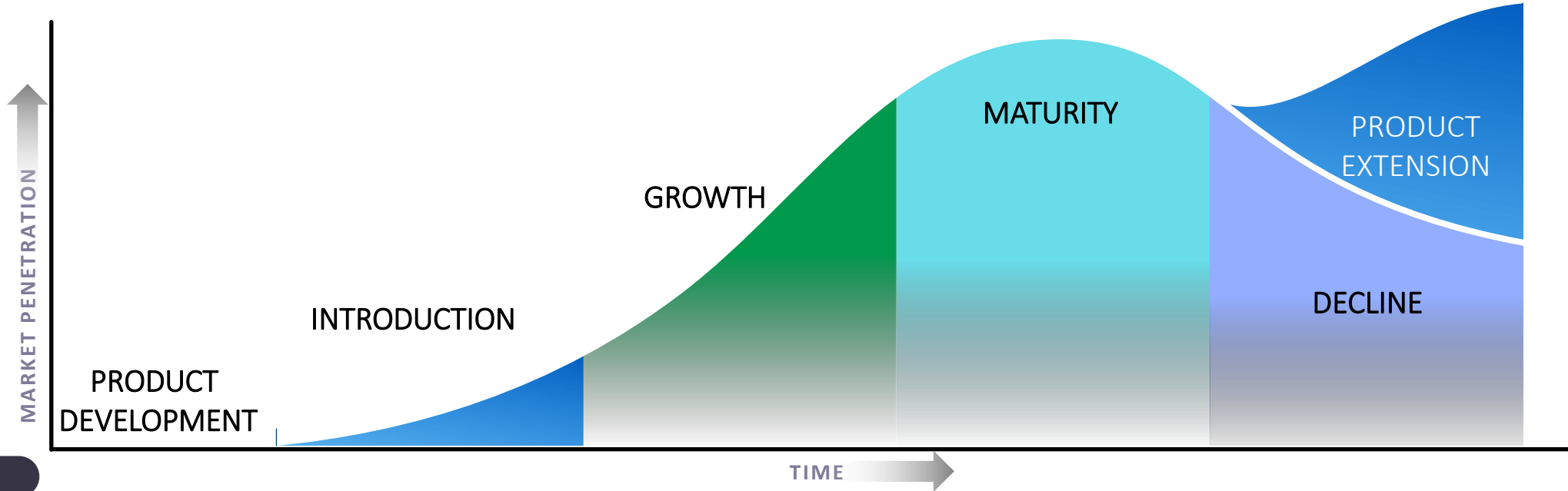


Digital Health

Segment Overview



We can engage with you at every stage of your product lifecycle



Our Offerings

ASSESSMENTS & ADVISORY	✓	✓	✓	✓	✓
MODERNIZATION & RATIONALIZATION				✓	✓
DIGITAL PRODUCT ENGINEERING		✓	✓	✓	✓
PLATFORMING ON CLOUD		✓	✓	✓	
EXPERIENCE TRANSFORMATION		✓	✓	✓	✓
HEALTHTECH INTEGRATION			✓	✓	✓

Our Offerings, as your Consulting & Engineering Partner



DIGITAL PRODUCT ENGINEERING

- Product Managed Services
- Digital Application Services
- UI/XM Services
- Quality Engg Services
- Enterprise Content Management



HEALTH TECH INTEGRATION

- IOT & Devices integration
- FHIR & interoperability
- EHR Integration
- Document Ingestion & Integration
- API Library / Factory
- Other industry leading data sources



EXPERIENCE TRANSFORMATION

- Member Experience
- User/Agent Experience
- Responsive Design
- Mobile First Design
- Rapid Prototyping
- Experience Measurement & Analytics



PLATFORMING ON CLOUD

- Infrastructure Management Services
- Cloud transformation services
- Leverage partnership benefits
 - Sandbox env. for Innovation
 - Cost Optimization
 - License Optimization



PRODUCT MODERNIZATION & RATIONALIZATION

- Data Platform Modernization
- Intelligent Automation
- Generative AI Adoption
- Feature consolidation



ASSESSMENTS & ADVISORY

- Market launch (New market entry)
- New product features (based on market study)
- Proof of Concept / Beta Version build
- Revenue Maximization
- Transformation Roadmap
- Scale up & Adoption
- Product Life Extension

PRODUCT ALIGNMENT

We align our offerings to your Product suite, to drive greater product maturity and market penetration



Right Domain Channels



Skilled Talent Supply



200+ Platform Implementation Experience

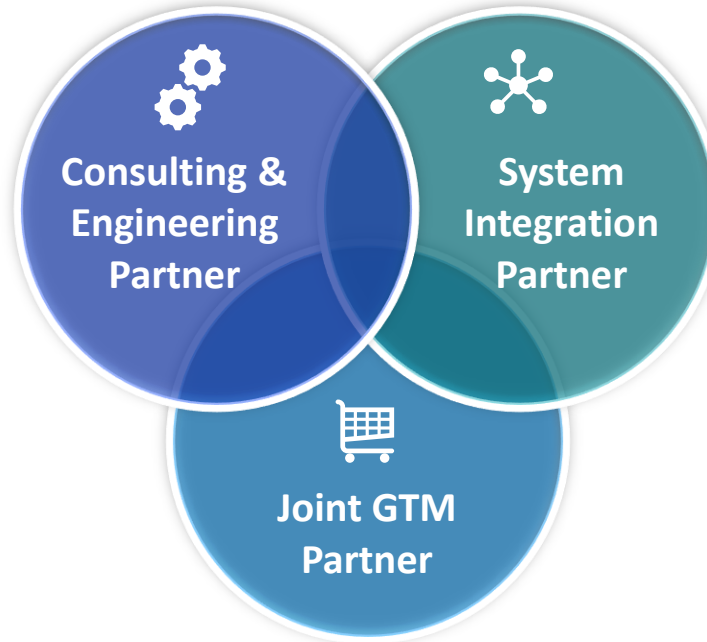
SOLUTION ACCELERATORS

- HL7 Data Adapter (WIP)
- Medical Device Ingestion (WIP)
- Document Ingestion & Integration

Our Partnership Models

We offer different partnership models to drive maximum outcomes

- Assessments & Advisory
- Product Modernization & Rationalization
 - Digital Prod Engineering
 - Platforming on Cloud
- Experience Transformation
 - Health Tech Integration



- End-to-end professional services
- Design & implementation & maintenance
- Integration with client platforms and applications

WHY INNOVA

- Deep domain experience
- Strong product engineering experience
- Strong tech capabilities & partnerships
- 50K+ engineering professionals

WHY INNOVA

- Deep domain experience
- Enterprise Architecture expertise
- Strong clientele on Payer & Provider business

- Generate demand through cross-pollination of clients.
- While we become resellers of your product, would be keen to join as a preferred SI Partner for existing and new clients

WHY INNOVA

- Success implementing this model
- Business growth with our product partners

PARTNERSHIPS



Success Stories



Innovation Partner for a Large Health Tech Company

- **Innovation Partner for more than 8 years.**
- **Involved in development, upgrade, testing, integration and maintenance of more than 50% of their total products across 4 LoBs**
- **Involved in 3 Patents and 8+ trade secrets**

Driving Engineering at the Industry Leading Claims Editing Platform

- **Driving digital product engineering for industry leading claims auditing & editing platform**
- **>100 payers supported**
- **>20k rules configured and maintained**
- **Enhanced claims processing (>70 claims processed per sec)**

Strategic Partner for a Healthcare Reimbursement-Focused Solution Vendor

- **Engineering and Innovation partner for 5 years working on inception through market adoption for 12+ Products**
- **Encounter Mgmt. System; Risk Mgmt. System; Revenue Cycle Analytics, CMS Star Ratings, etc.**

Developing a Gen AI-based Conversational Bot

- **Built a state-of-the-art highly scalable chatbot platform for the end users - payers, providers, and life sciences clients**
- **The conversational bot is a SaaS application with Gen AI capabilities and supports multiple languages**

Transforming Population Health Management Solution

- **Built a scalable population governance solution to ingest health data sets from multiple sources, curate, and aggregate the data to better understand risks and take appropriate actions.**
- **Use cases: 1. Epidemiology 2. Health Equity**

Member Risk Identification

- **Created a solution that assigns a risk score to patients with chronic and expensive illnesses, incorporating demographics, disease conditions, and the HCC model.**
- **This aids in prioritizing interventions and enhancing patient care.**



Our Success Stories

We have been partnering with some of the large health tech organizations to drive greater adoption and growth of their flagship products



Success Story: Driving innovations at a HealthTech organization from inception through market adoption



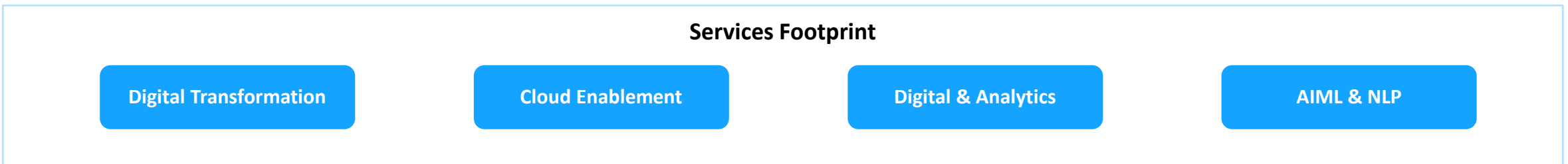
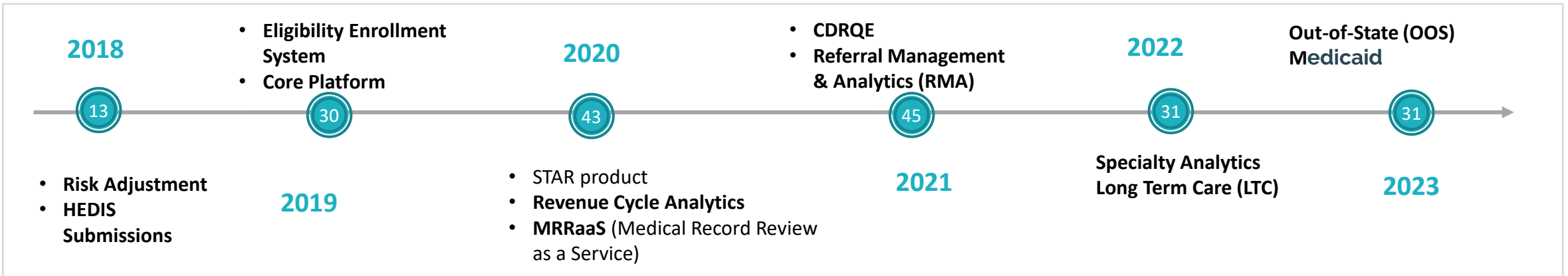
Driving Business Outcomes as an Engineering & Innovation Partner

Location
USA, India

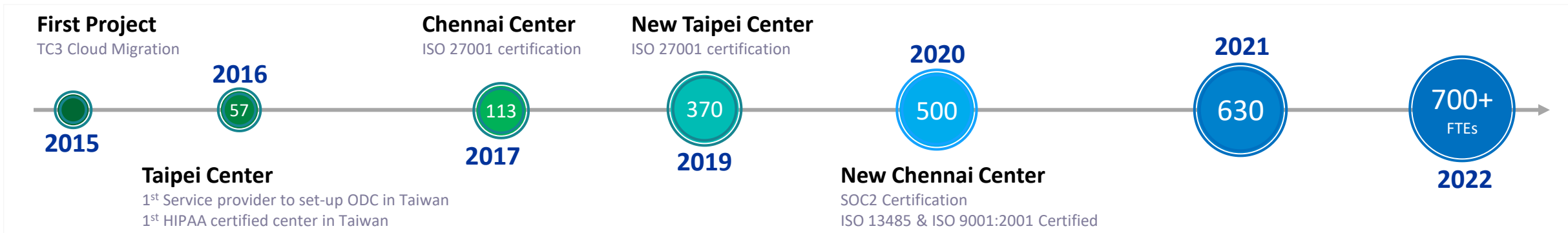
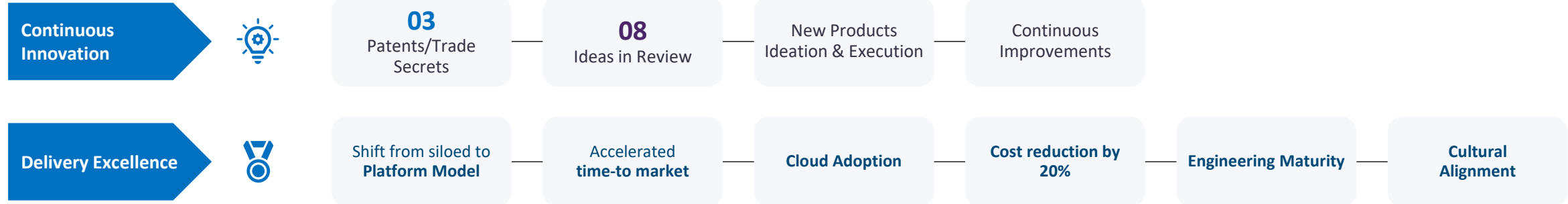
Lines of Business supported
HEDIS, Risk Adjustment, Revenue Cycle Analytics, Referral Management, Enrollment

45 Global Staff

5 years of partnership



Success Story: Driving business and tech innovation for over 60% of products at a leading digital health firm



- 5 Locations:** USA, India, Taiwan, Mexico, Canada
- 4 Lines of business:** Administrative, Clinical, Software, Network & Data solutions, Enterprise Imaging
- 700+ Global Staff**
- 7+ years of partnership**

Success Story: Driving digital product engineering for industry leading claims auditing & editing platform



100+

Payer Organizations Supported

We support over 100+ ClaimsXten customers for reviewing and auditing their claims

>1M Claims

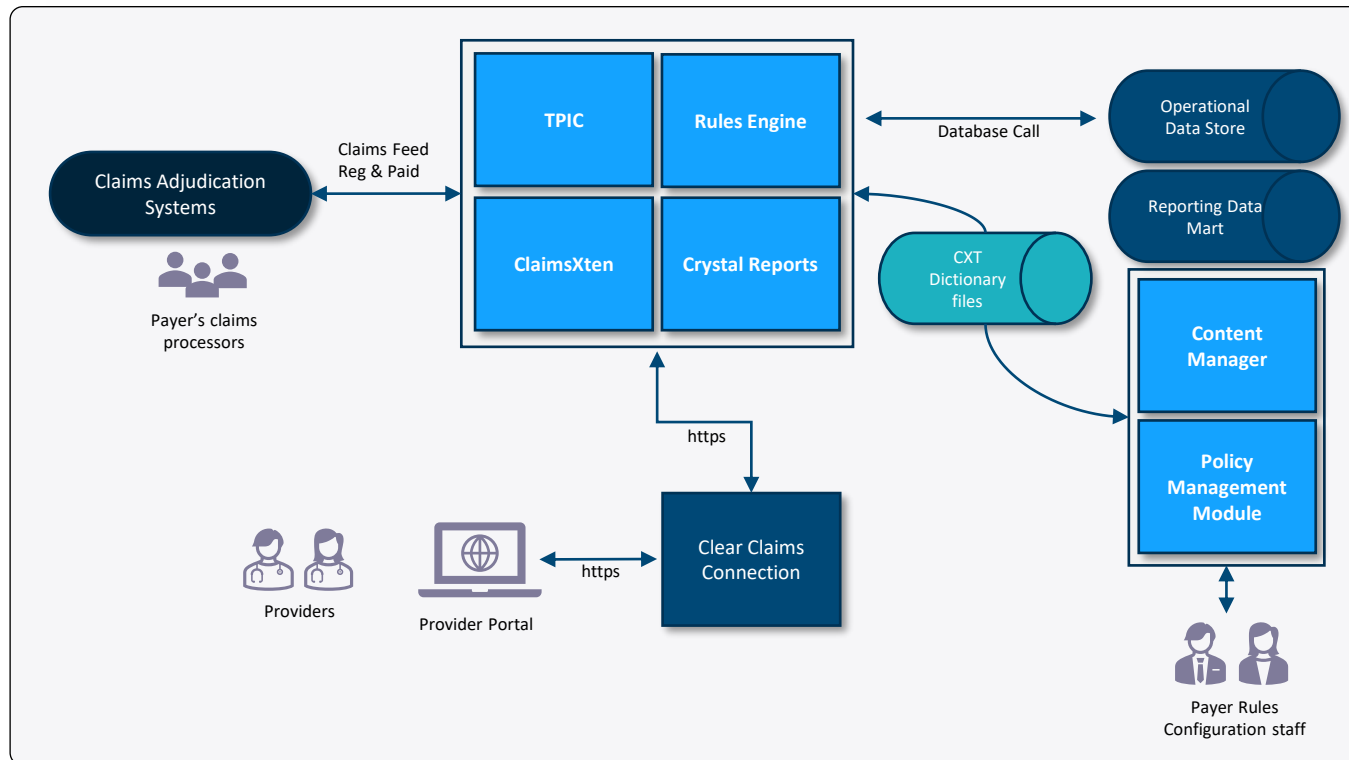
Volume of claims processed in 4 hrs

High speed processing ~70 Claims/Sec monitored on daily basis

>20K

Rules configured and maintained

Deep knowledge in configuring & maintaining (200 Rule Sets) X (100+ config. paths)



KEY MODULES BUILT

- **Total Payment Integration Components (TPIC)** software modules enable claims data to be passed between ClaimsXten Solutions and a market-based claim processing system such as AMISYS, Facets, and QNXT.
- **Rules Engine:** Rules range in complexity from simple single line edits to complex logic across claims
 - 200+ rulesets configured in the system
 - Approximately 100 possible configuration paths
- **Crystal Reports:** Statistical info on different aspects of claims processing
- **Content Manager (CM)** is an application used to house, maintain, and customize KnowledgePacks (KPs) and rule content referenced in ClaimsXten Solutions for claim editing
- **Policy Management Module (PMM)** is comprised of a combination of user defined sub-rules.

Building a conversational bot platform for Healthcare Payers, Providers and Life science customers



Our client is a healthcare consulting firm that provides solutions to public and private sector healthcare and life science organizations. Their areas of expertise include Behavioral health, Population health management and Value-based care solutions. They wanted us to build a state-of-the-art chatbot platform as a SaaS application with Gen AI capabilities

Customer Need



- Client was looking to build a comprehensive AI-enabled Enterprise Chatbot Platform
- Build prototypes covering different conversation flows, Documents, PDFs, and Video files for each of the targeted business segments – Payers, Providers, Pharma, and, Government agencies
- The platform should leverage Generative AI and NLP techniques to give a conversational feel to the end users
- Provide Azure and GCP cloud options to their potential customers in different business segments

Solution Provided



- Implemented the flows on GCP and Azure, using respective platforms' development suite for creating conversational interfaces, and developed Flask application as the middleware for the chatbots.
- The chatbot functionalities included:
 - Multi-lingual support for conversations
 - Speech-to-text and text-to-speech functionalities
 - Generative responses from LLM (OpenAI) grounded to the documents provided by the client.
 - Rendering rich responses like YouTube videos, cards, and quick replies/suggestions

Benefits / Results



- The platform built is 80-90% reusable and most of its features can be extended to potential customers with a few hours of development effort
- The ensemble approach of using the NLU engine, Gen AI will give flexibility to address different types of chat-based scenarios
- Bot built helps as first contact with the customer, guides with information and other features from the client website. Our solution helps minimize the effort required to go through the documentation and provide a summarized solution with the relevant document references

Technology Stack





Offerings Deep Dive

Details of our Digital Health Offerings



Digital Product Engineering Services



Scalable and secure modern applications and products

- Application Development & Support
- Application Modernization
- Enterprise Apps
- Integration Services
- Responsive Design
- Mobile-First Design
- Rapid Prototyping
- Experience Measurement & Analytics

Our Accelerators
Digital Kitchen

Digital Application Services

UI/XM

Quality Engineering

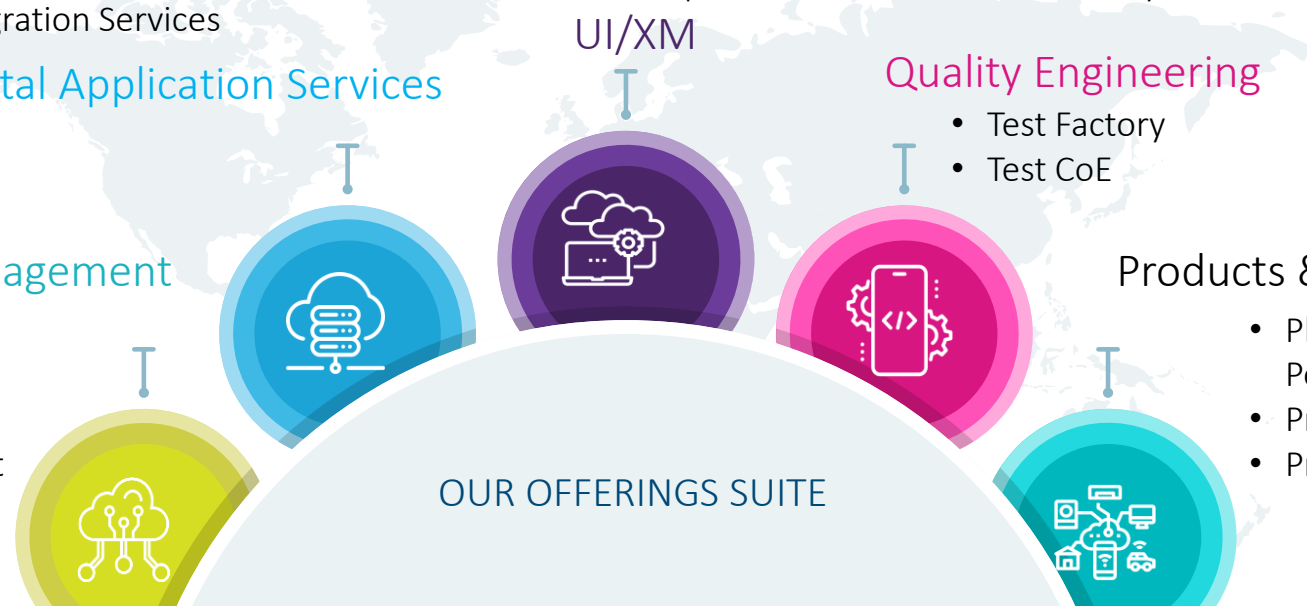
- Test Factory
- Test CoE

Enterprise Content Management

- Data Capture & Imaging
- Document Management
- Records Management
- Workflow & Case Management
- Decision Management
- Content Analytics

Products & Platforms

- Platform Engineering – Salesforce, Pega etc.
- Product Solutions and Partnerships
- Product Sustenance & Support



OUR OFFERINGS SUITE

Success Stories

Enabled a Microservices Architecture using DevOps for a warehouse management customer to help developers easily test and merge code into GitHub, with minimal manual effort.

Implemented Electronic Remittance Advice (ERA) services for a leading healthcare technology provider that helped compress the reimbursement cycle and streamline workflow.

Designed responsive UI with better business rule validations for a leading healthcare provider that enhanced the user experience in terms of visuals and usability.

Developed an automation studio for an installation company to create keyword-driven and data-driven frameworks and schedule test cases to save time for regression testing.



Market Assessment

- Target market analysis
- Competitive analysis
- Customer surveys and insights
- Product fitment analysis



Product Launch

- Product roadmap and management
- Sandboxed PoC
- IT setup and product development
- Regulatory compliance



Scale & Adoption

- Market / Geographic expansion assessment
- Talent management
- Org. change management
- Continuous Improvement & Outsourcing



Lifecycle Extension

- Product adjacency assessment
- New features suggestion/ assessment
- Product transformation roadmap

Global Healthcare Technology & Business Solutions Company

Innova is a trusted partner across the lifecycle, driving business outcomes at each stage

Highlights:

- Siloed to platform-based product landscape
- 3 Patents/trade secrets
- New products ideation and execution, continuous improvement

#Product Launch #Scale & Adoption

Leading AI Healthcare Technology Company

Innova as a partner in building and maintaining **ClaimsXten** product, and with rich claims domain knowledge & product engineering capabilities, proposed **expansion of the vision, scope and opportunity for ClaimsXten**

Offered partnership for joint GTM & co-sell with-

- Target customer identification
- Market fitment analysis
- Demand generation & collaborative sales

#Product Extension

Healthcare Technology and Services Company

Our long-standing partnership and understanding of the ecosystem enabled us to help on product vision and roadmap, across product innovation, user experience, lifecycle stage-specific consulting, joint GTM strategies and product lifecycle extension

Recent solutions/initiatives -

- Medical review as a service
- Medicare STARS

#Scale & Adoption

Cloud-based Telehealth Solution

We are successfully partnering in adoption and scale up of Care Expand tele health platform with payer organizations.

#Product Launch #Scale & Adoption

Growing Healthcare Technology Company

We are helping build, launch and scale a compliant mobile application and chatbots that facilitate the client in moving towards the vision of creating Healthcare centric products around behavioral and mental health services.

#Market Assessment

#Product Launch

Product Modernization & Rationalization

...



Data Platform Modernization

- Data Hub adoption
- Enablement for downstream data consumers
- GRC models for healthcare data



Intelligent Automation

- Competency in DPA, RPA & Cognitive Automation
- Automation CoE Set up
- Domain assets – Industry aligned use cases
- Frameworks for
 - Maturity assessment
 - Lever identification
 - Biz Value Assessment



Generative AI Adoption

- Gen AI Advisory
- Gen AI Environment
- Model Engineering
- Gen AI Platform Integration
- Solution Development



Feature Consolidation

- Best-fit product identification
- Consolidation of features / functionalities
- Migration of data into the product of choice

Product Modernization & Rationalization



Global Healthcare Technology & Business Solutions Company

We have helped the largest health tech organization, modernized its product suite while rapidly scaling its health tech products, in the payer and provider market

- Move into a Centralized Health Data Hub
- Cloud platform adoption for existing products
- Build cloud products
- Data-Science-as-a-Service / Software-as-a-Service business model

#Product Modernization #Gen AI Adoption

Leading Managed Care Provider

We have helped a large national payer Rationalize and Integrate multiple enterprise modules and applications, post its acquisition of another large payer's business. Modules integrated:

- Member Enrollment apps & data
- Provider Platform & data
- Authorization apps and data
- Pricing Configuration Business Rules
- Lab Claims Processing Platform

Feature Consolidation

Healthcare Technology and Services Company

Helping the Health Tech leader to adopt the most appropriate Intelligent Automation levers and modernize the Health Tech products

- Generative AI Adoption to augment capabilities of existing products
- AIML and NLP-based product inception, development & delivery
- Centralized health data hub – inception and design

#Product Modernization #Gen AI Adoption

Health Insurance Company

We have helped a large BCBS Payer automate their retail billing operations using

- Digital Process Automation
- Robotics Automation
- Cognitive Automation Levers

#Intelligent Automation

Our Key Cloud Capabilities

Cloud Strategy & Advisory



Well-Architected Framework



Cloud Economics

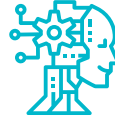


Cloud Estate Reviews



Security Assessments

Cloud Edge IoT



Intelligent Operational Analytics



Data generated by IoT Edge devices, AWS IoT Greengrass, IoT Core and FreeRTOS

Infrastructure



Automated, Cloud-scaled infrastructure



Governance, Risk and Compliance



Secure Application Delivery

Cloud Migration



Multi-Cloud and Hybrid



Automated Migrations



Mainframe to Cloud



Storage and Backup Migration

Cloud-Native Apps



Semi-automated DevSecOps



Automated CI/CD



Automated QA, Lambda, EKS, DynamoDB

Managed Cloud Services



Proactive



Preventative



Comprehensive




- Public Sector
- Immersion Day
- AWS IoT Core Delivery
- Managed Service Provider
- AWS Systems Manager Delivery




- Application Development
- Cloud Platform
- Data Analytics
- Datacenter
- DevOps
- Data Platform

Cloud Migration: Our Offerings

Infrastructure Migration

- Develop a highly effective plan for infrastructure migration
- Undertake seven key phases:
 - ✓ Discovery & Analysis
 - ✓ Strategy & Planning
 - ✓ Infrastructure Build
 - ✓ Pre-Migration
 - ✓ Migration Execution
 - ✓ Operation Hand-off
 - ✓ Decommission




Data Migration

- Ascertain where the data resides, address the challenges associated with silos, and solve the quality issues before migration
- Evaluate how much data needs to be moved and the types of workloads involved
- Prioritize workloads, analyze target environment, determine correct migration plan for each workload



Platform Migration

- Combine careful analysis, validated communication frameworks, and prioritization models to achieve migration goals
- Prioritize a cloud-native approach to build game changing platforms
- Deploy high-value platforms to meet the requirements of modern workloads



Application Migration

- Evaluate application's dependencies, technical and security requirements & cost constraints
- Conduct cloud affinity assessment for each application and categorize them into strategic or non-strategic ones

200+
Cloud Service Migrations

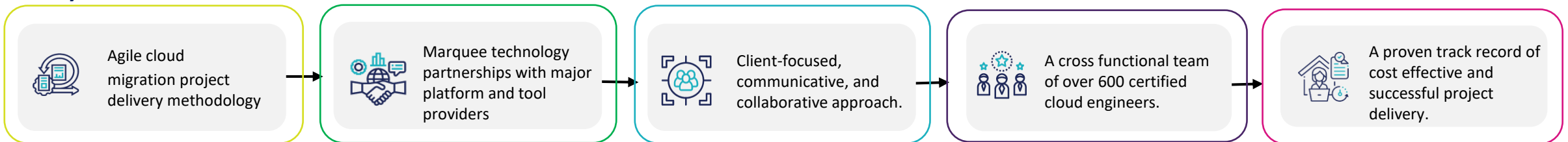
3000+
Members in Cloud & Infra Practice Team

25,000+
Devices Supported

Our Accelerators

- Cloud migration factory
- Infra as a Code blueprints
- R-Lane templates
- Comprehensive Cloud management portal

Why Clients Choose Us



Global Healthcare Technology & Business Solutions Company

Innova helped a major digital health organization migrate their flagship applications to cloud (AWS)

- Evidence-based clinical decision support system
- Intelligent Coding Solution (ICS)
- Chart Retrieval as a Service
- Data Science as a Service
- RCM Solutions

Growing Telecom Company

A major Telco in Mexico and provider of triple play services, wanted to migrate a 100+ applications to control costs with huge risk of business disruption.

Innova built a solution with a focus on managing costs and minimizing disruption of the sales network applications.

- Cost savings of 30% with cloud computing
- 51% in storage costs
- 20% in relational database needs
- Reduced the migration timeline by 33%

Health Insurance Company

The client, one of the largest healthcare networks in the US, wanted to transform a complex, legacy on-prem application to cloud.

Innova completed one-touch deployment of the entire application ecosystem.

Helped the client reduce costs and improved manageability.

Leading Medical Institution





Distinguished hospital network in the U.S., with campuses in Arizona, Florida, and Minnesota.

- Migrated 70+ Applications to Azure
- Automated 600 resources, including app environments, containers, databases
- 2000 IaaS VMs and 2000+ cloud apps
- Automation improved efficiency and reduced costs.
- Hassle-free management of resource needs.

Experience Transformation



Full range of services to enhance the usability and accessibility of customer products, websites, and applications that drive genuine experiences.

 <h2>Responsive Design</h2>	 <h2>Mobile First Design</h2>	 <h2>Rapid Prototyping</h2>	 <h2>Experience Measurement & Analytics</h2>
<p>Respond to user behaviors and environment through dynamic changes in website appearances and orientation. Innova's collaborative approach ensures that a businesses site reflects its brand promise clearly and it is future-ready, offering the visitors an immersive digital experience.</p>	<p>Design mobile friendly web designs/products for a seamless experience. Right from prioritizing content, providing intuitive navigation, high-speed loading, minimizing disruptive pop-ups to testing the mobile website on real devices for optimal user experience Innova's designers know what it takes to deliver an ideal mobile website.</p>	<p>Create 3D designs and explore the final product virtually even before it is delivered. Innova's designers start by gaining clarity on the specs, the next steps involve creating a UX wireframe, and the use of advanced software to create full UI designed experience or near-live experience.</p>	<p>Collect, analyze and utilize customer experiences and feedback to improve product journeys and buying behaviors. Innova's team of experts start by helping enterprises identify areas they require an understanding of. Next, invite feedback from users and finally analyze the feedback received.</p>

Benefits of Innova's UI XM Services

- ✔ Increased customer base and loyalty
- ✔ Lower bounce rate and faster conversions
- ✔ Strong credibility with the users
- ✔ Improved revenue generation

Success Stories

- 🏆 Internationalizing portal for a global healthcare organization to support any language and culture for their global users.
- 🏆 Implemented UX, UI and backend functionality for a leading software business provider in the US to ensure users view all the products in a list applied with manual override price, discounted price and promotion applied price

HealthTech Integration Capabilities



Scalable and secure modern applications and products



IoT & Devices Integration

Building blocks that support endpoint mgmt., onboarding, security and data management

Product specific IoT enablement for device level data, supporting business models



FHIR & Interoperability

A structured process of Analyze & Convert to convert the healthcare data into FHIR format using JSON Conversion and load the data into the cloud FHIR server



EHR Integration

Integrate with all EHR/EMR and practice management solutions seamlessly, further leveraging your pre-existing investments



Document Ingestion & Integration

A scalable solution to drive automation of intake processing leveraging optical character recognition (OCR) by converting the in-bound documents to electronic formats



API library & Industry Data Sources

We build API management platforms to enable Microservices architecture efficiently and effectively.

Provide access and integration to rich industry datasets to further aid with business insights

Modern Healthcare Solution

To improve the operational and financial efficiency of the eligibility determination, we implemented the **eligibility determination application**. Configured the resources that informed a patient's eligibility during an episode of care and the cost incurred before the claim is made. We also **created a FHIR Server for electronic transfer of data through secure APIs**

Water, Hygiene and Infection Prevention Solutions Provider

To enable remote monitoring and management of the client's IoT devices, **we built an Azure IoT hub for the client**. Registered every device using IPv4 addresses with a unique key assigned to each of the devices. Built a web interface using MVC for **remote monitoring and remote upgrading of the device firmware**. Reducing cost, device downtimes and ensured business continuity

Integrated Healthcare System

To support research across clinical practices, we assimilated data from the client's Epic EMR, data from several ancillary systems, and registries. **We provided the data strategy, data architecture, data marts leveraging data from epic, and data extracts** to support medical research through reports for clinical functions and medical research

World's Largest Insurance and Assitance Company

To improve customer service through analyzing audio files containing conversation between a company representative and a customer, we developed a **solution using a pipeline of AI services like speech-to-text APIs and NLU agents**. Applied NLP techniques like sentence tokenization, spell check etc., on the obtained text **to identify information and determine the context**
