



Pega Collaborative
Healthcare Summit
2017



The 7th Annual Pega Collaborative Healthcare Summit

The Future of Health is Everyone's Business

October 1-3, 2017

Westin Copley Place Boston





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2017



Anthem's Journey as a Pega Customer

To Transform its own Customer Journeys

10/01/17 | Michael Gromer, Director, Information Technology
Leona Rickerson, Director, Systems Support and Services

Anthem[®]

Working to transform health care with trusted and caring solutions

74 million

people served
by Anthem-affiliated
companies

1 : 8

Americans receives coverage
for medical care through
Anthem- affiliated plans

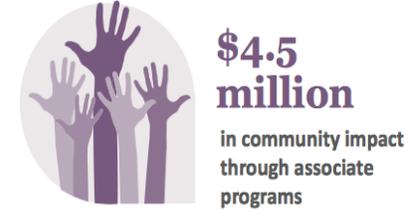
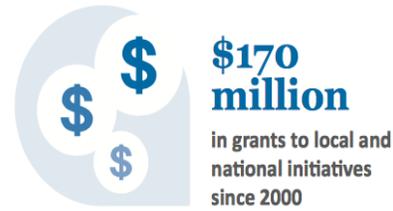
Anthem



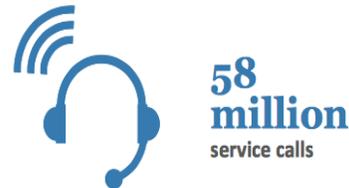
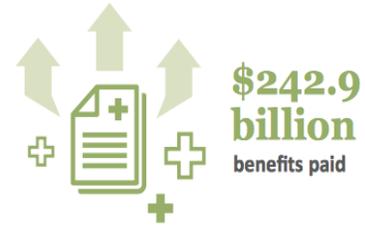
Vision: To be America's valued health partner

Anthem Values

- Accountable
- Caring
- Easy-to-Do Business With
- Innovative
- Trustworthy



MEASURES & METRICS

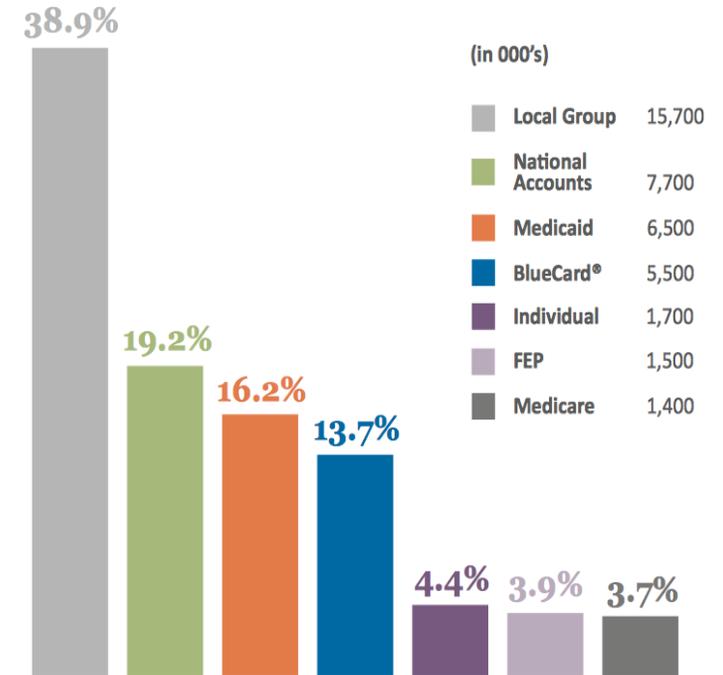


AFFORDABLE ACCESS TO QUALITY CARE



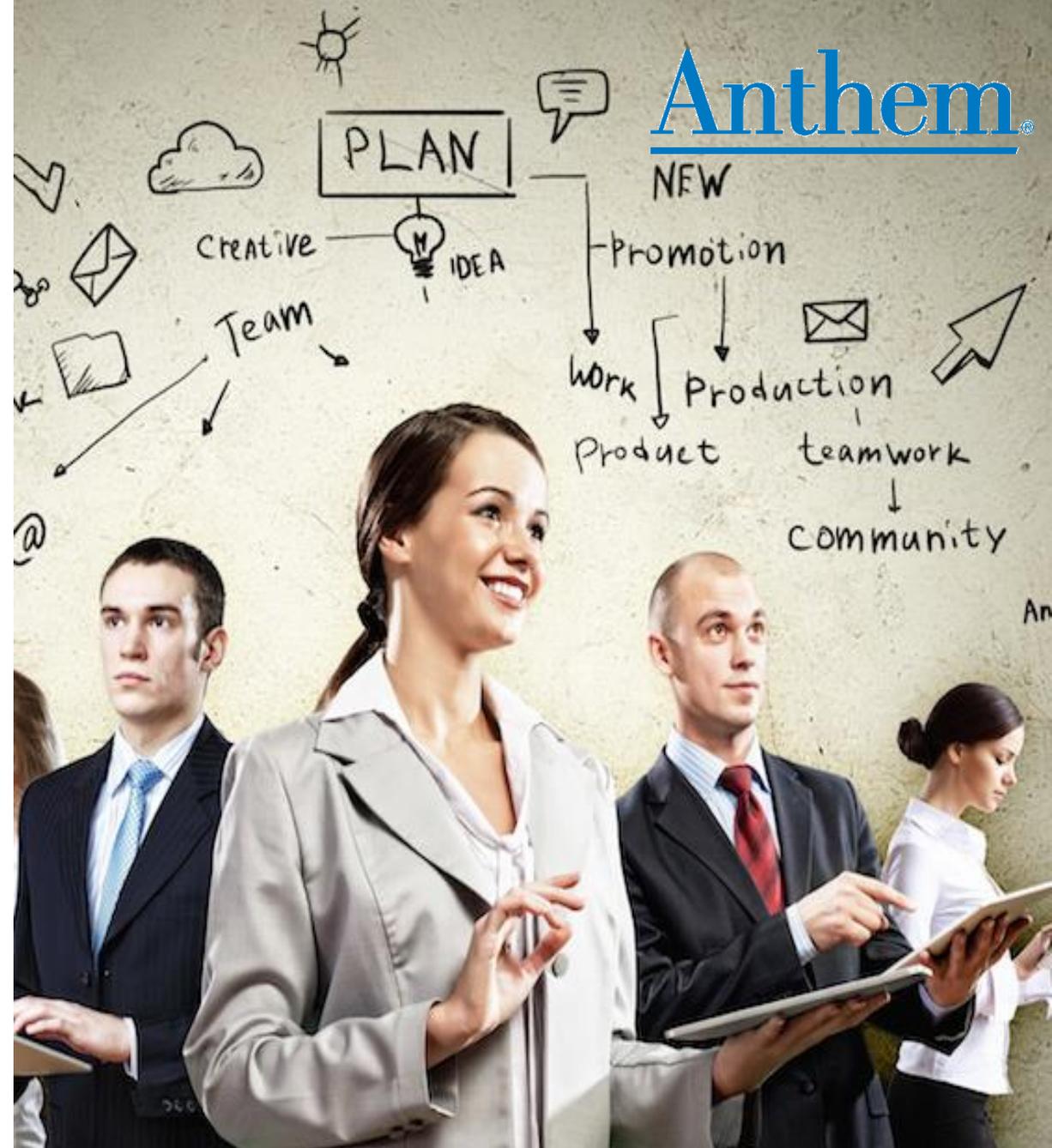
member access through BCBSA's national BlueCard® PPO program

DIVERSE CUSTOMER BASE



Our strategy is driven by our focus on achieving key objectives:

- Create the best health care value in our industry.
- Excel at day-to-day execution.
- Capitalize on new opportunities to drive growth.



Home » CIO Viewpoint

Technology and Innovation Transforming Health Care

By Tom Miller, SVP & CIO, Anthem [NYSE: ANTM]



Tom Miller, SVP & CIO, Anthem
[NYSE: ANTM]

IT aligns with
and supports
the business strategy

We are all in this together – the complexity and high cost of health care impacts every American.

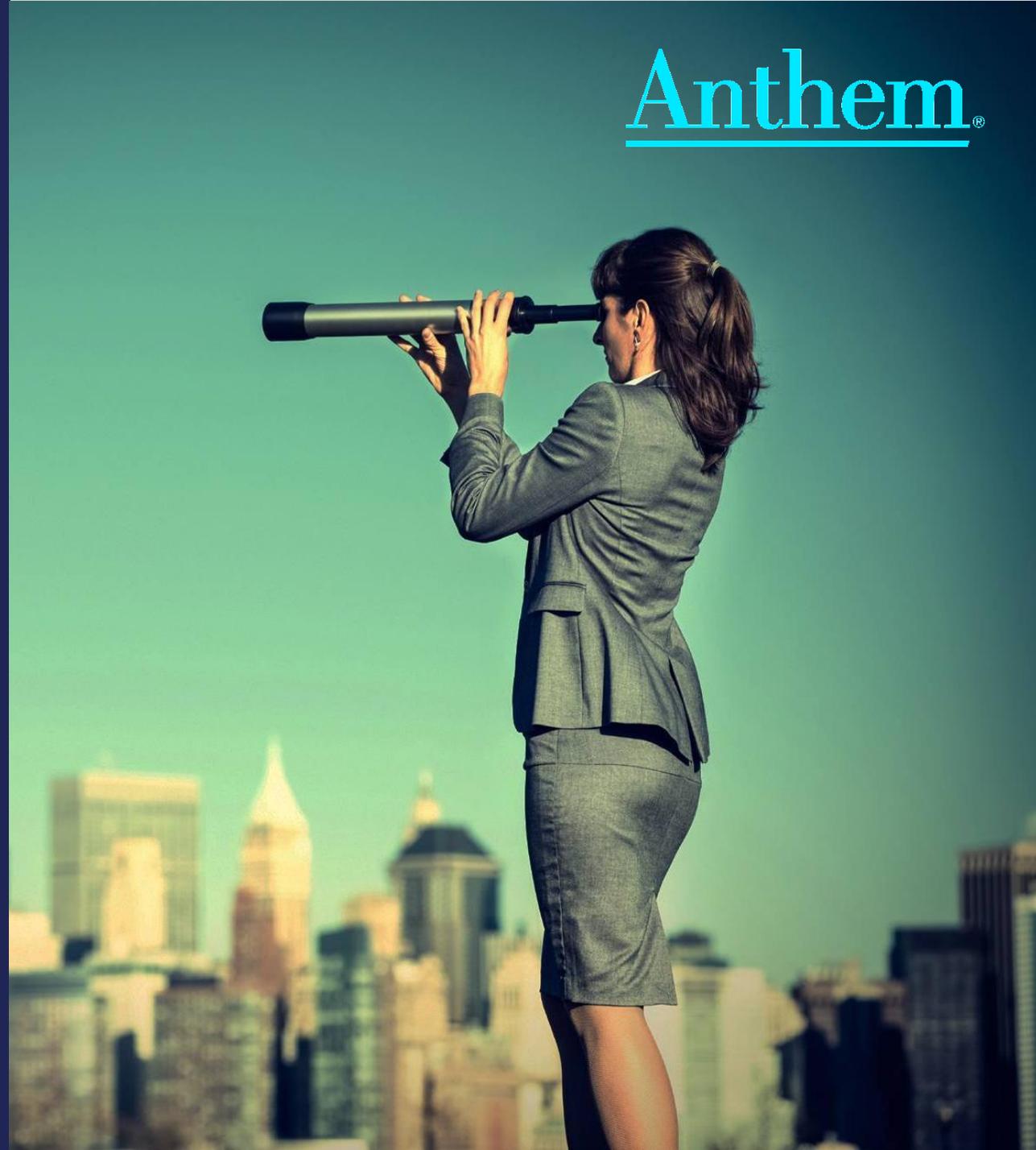
By investing in technology & solutions that allow our consumers to take a more active role in their health, health care companies can directly impact the experience and the cost of care.

Achieving the Vision

Our goals:

- Improve our ability to deliver a unified experience
- Accelerate responsiveness to the business environment
- Improve the professional lives of our delivery team

Anthem[®]



**We've acquired companies
to create value...**

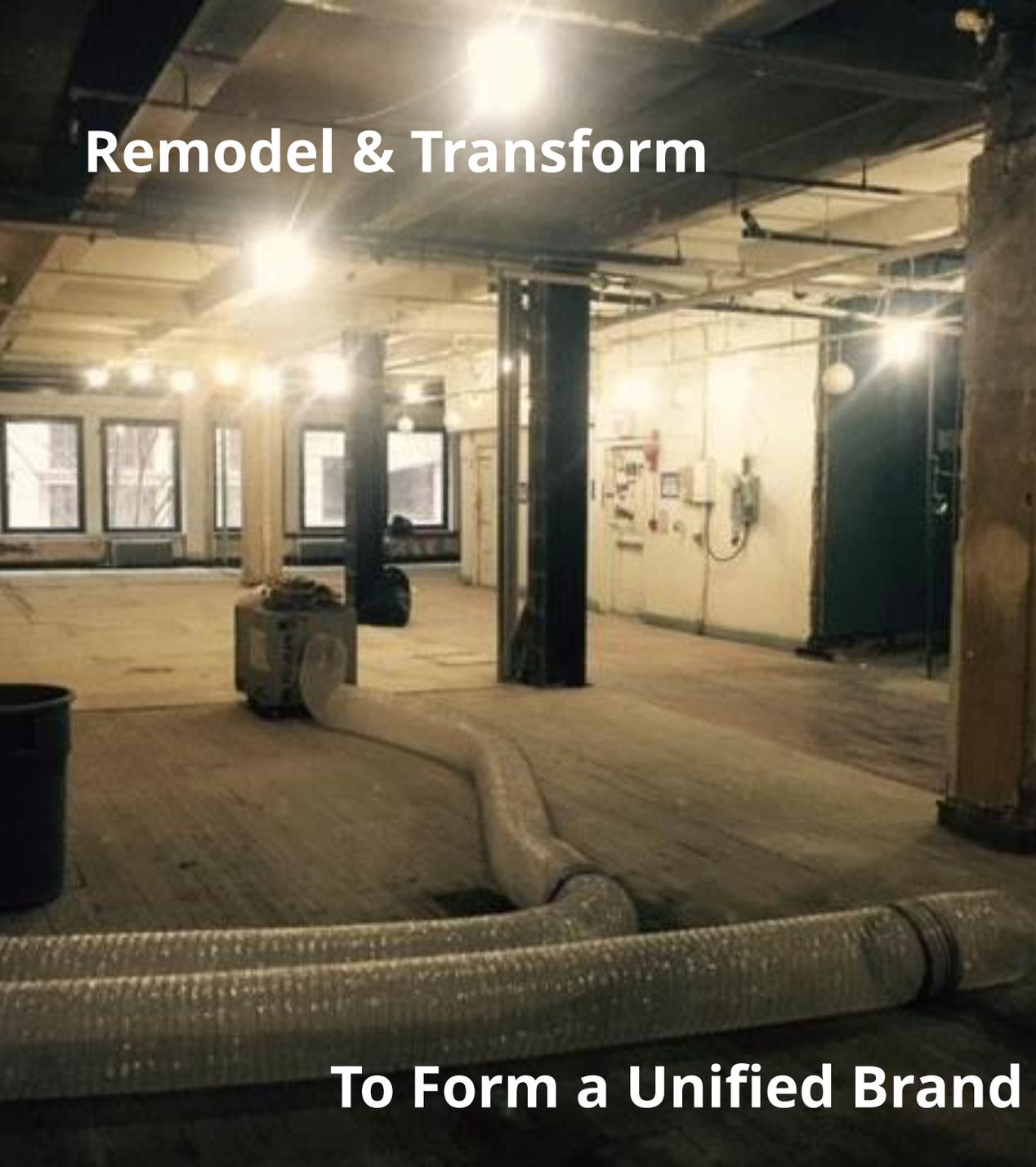
**... each with its own technology
footprint**

... including a lot of Pega

*Used for different things
In a lot of different spots*

Anthem[®]





Remodel & Transform

To Form a Unified Brand

Caring for Consumers

Aaron Person is the voice of Anthem. He embodies Anthem values in every call he takes.

"I choose to take every opportunity any time a member calls in, take full responsibility and be a blessing to them as well."

— Aaron Person, customer care representative

[read more](#)



Trusted Health Partner



Anthem, Inc. is committed to being your trusted health care partner. We are developing the technology, solutions and programs that give consumers greater access to care, working with providers to ensure a quality health care experience for consumers and easing cost

Latest News

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[Anthem Takes Action to Support Florida Ahead of Hurricane Irma](#)

[Certain Patients with Type 2 Diabetes Less Likely to Suffer Heart Failure While Taking](#)

ThinkAnthem

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ThinkAnthem is dedicated to sharing Anthem Inc.'s insights with the health care community. Read our latest article

[Anthem Sees Early Success in its Plans Reducing the Number of Opioid Prescriptions Filled at Pharmacies](#)

[Anthem Sees Early Success in its Plans Reducing the Number of Opioid Prescriptions Filled at Pharmacies](#)

The Best of All Worlds

- Converging best-in-class technical assets to create formidable go-forward platforms
- Blending infrastructure & optimizing architecture
 - Building true enterprise class structures
- Establishing development standardization to maximize re-use and responsiveness
- Getting fast results

Transforming the Customer Experience



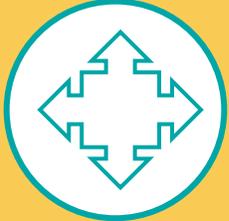
DRIVE INNOVATION THROUGH DEVOPS

Transformation Guardrails



**START FAST
WITH
QUICK WINS**

Get immediate value with Pega's CRM apps and Robotic Automation



**CONNECT
ACROSS
SILOS**

Eliminate gaps in business and automate end-to-end



**SCALE
ACROSS THE
ORGANIZATION**

Leverage Pega's patented architecture to re-use and specialize



**OMNI-
CHANNEL
WITH EASE**

Expand to mobile, mashup into the web, even add a chatbot



**TRANSFORM
EXPERIENCES**

Manage journeys across users, channels and functions.

To this...

“DevOps made easy”

- Model-driven solution
- Pega-managed orchestration
- Get started quickly
- Developing DevOps practice

Pega® 7

Maturity of DevOps practice

“Open DevOps”

- Integrate with 3rd-party tooling
- Leverage existing DevOps infrastructure and practices



Transforming the Service Agent Experience

AI-powered Next-Best-Action

Anthem[®]



- Predict the next-best-action
- Learn in real-time
- Respond proactively in the moment
- Turn data into value 24/7/365

Engaging the digital customer is hard...

"Personalized service is so critical in today's world. Consumers' expectations have changed...

People want them to respect their time and they want you to be easy to do business with."

Trish Cox

Senior Vice President of Service Experience
Anthem

... but it can be done right.



Anthem: Service Desktop

Anthem debuts its next-generation service desktop, driving frictionless customer experiences.



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