



Execs In The Know

Virtual CUSTOMER RESPONSE SUMMIT October 5 - 7, 2020

Transforming Care Through Service Excellence

KEYNOTE SPEAKER:



Humana.

Vicki Perryman

Senior Vice President of Consumer &
Provider Services and Solutions

Humana Overview

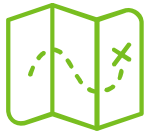
For almost 60 years, Humana has been helping people improve and maintain their health through clinical excellence and coordinated care.



Founded in 1961



\$64.9 Billion in annual revenues



Louisville, Kentucky headquarters



52 in the Fortune 500



46,000 employees



30+ years of Medicare experience



16.7M medical members across all 50 states

“

I didn't expect this from an
insurance company.

”

Human Care

noun

1. **what separates Humana** from other Health Insurance companies. It is **what Humana does and provides** to make the healthcare experience easier, more personalized and more caring. i.e. **how we go above and beyond** to make the experience “more Human” so we can **deliver what matters most to our members**.
2. is a **unifying behavior that guides Humana’s actions** and communications to make sure Humana is always delivering and saying what matters most to members and providers.

Delivering Human Care is central to our brand, strategy, and future commitments

OUR COMPANY'S STRATEGY

"We will serve as a **partner in health and aging**, delivering a personalized and simple experience through an integrated, value-based health ecosystem."



HOW WE DELIVER OUR PROMISE

Simpler Care + Best Health supported by customer-centric technology and culture

2025 COMMITMENTS TO EXCELLENCE | Service & Experience



Eliminate surprise pharmacy costs



Provide top tier customer service



Reduce providers' admin burden



Serve the whole member



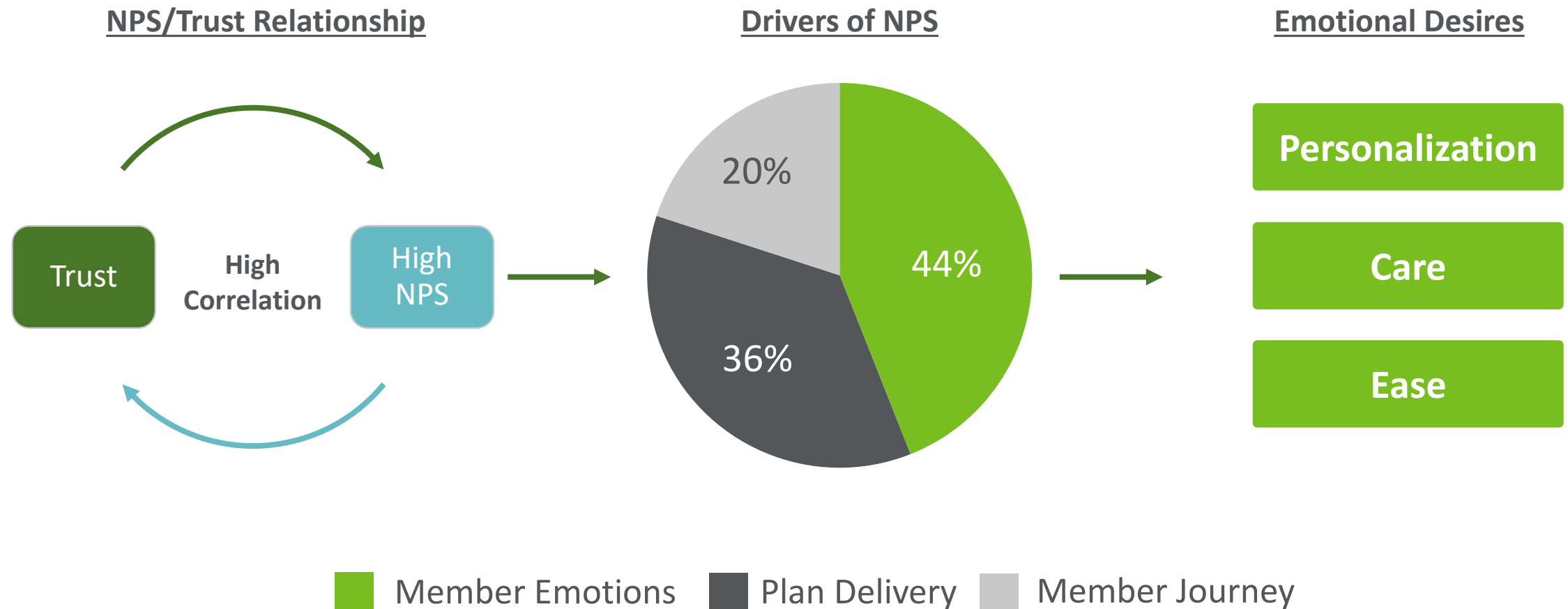
Offer convenient care access



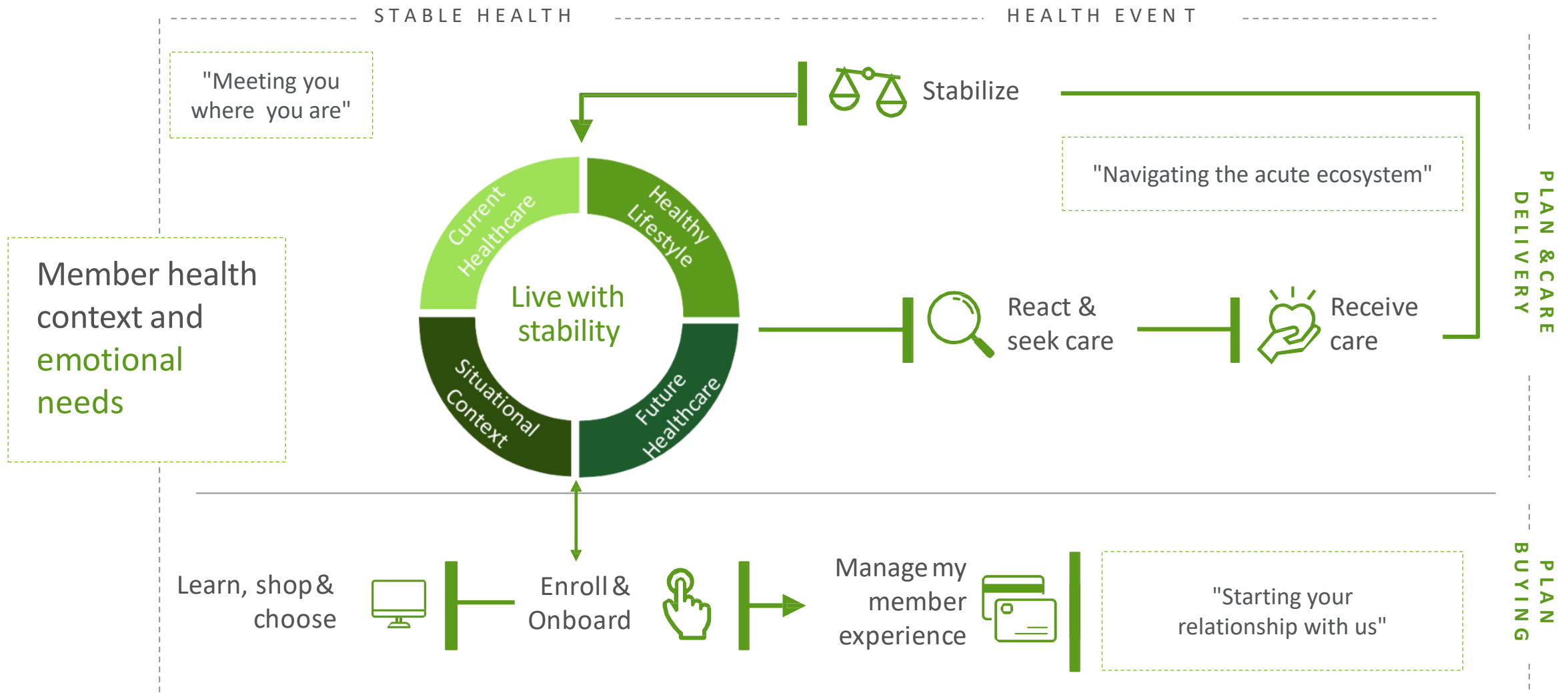
Improve provider interoperability

Integral to Human Care is earning our customers trust and reshaping their perceptions

How a member feels has more impact on their loyalty than any other aspect of their relationship with us



To build this trust we're improving the customer experience by orienting ourselves around the **end-to-end customer experience**



End -to- End
experiences are
underpinned by
capabilities that
create
sustainable
customer value



**Evolving our operating
model** to be health-based
and segmentation driven



**Advancing our digital health
& analytics** to integrate the
consumer experience



**Personalizing the way we
care for our customers** to
influence simpler care and
better health

In Consumer &
Provider Services
and Solutions
(CPSS), we're
bringing Human
Care to life



Our CPSS mission & focus areas support the end-to-end customer experience

Our mission is to enable members to utilize their benefits and access providers for the care they need.



Insights into Action

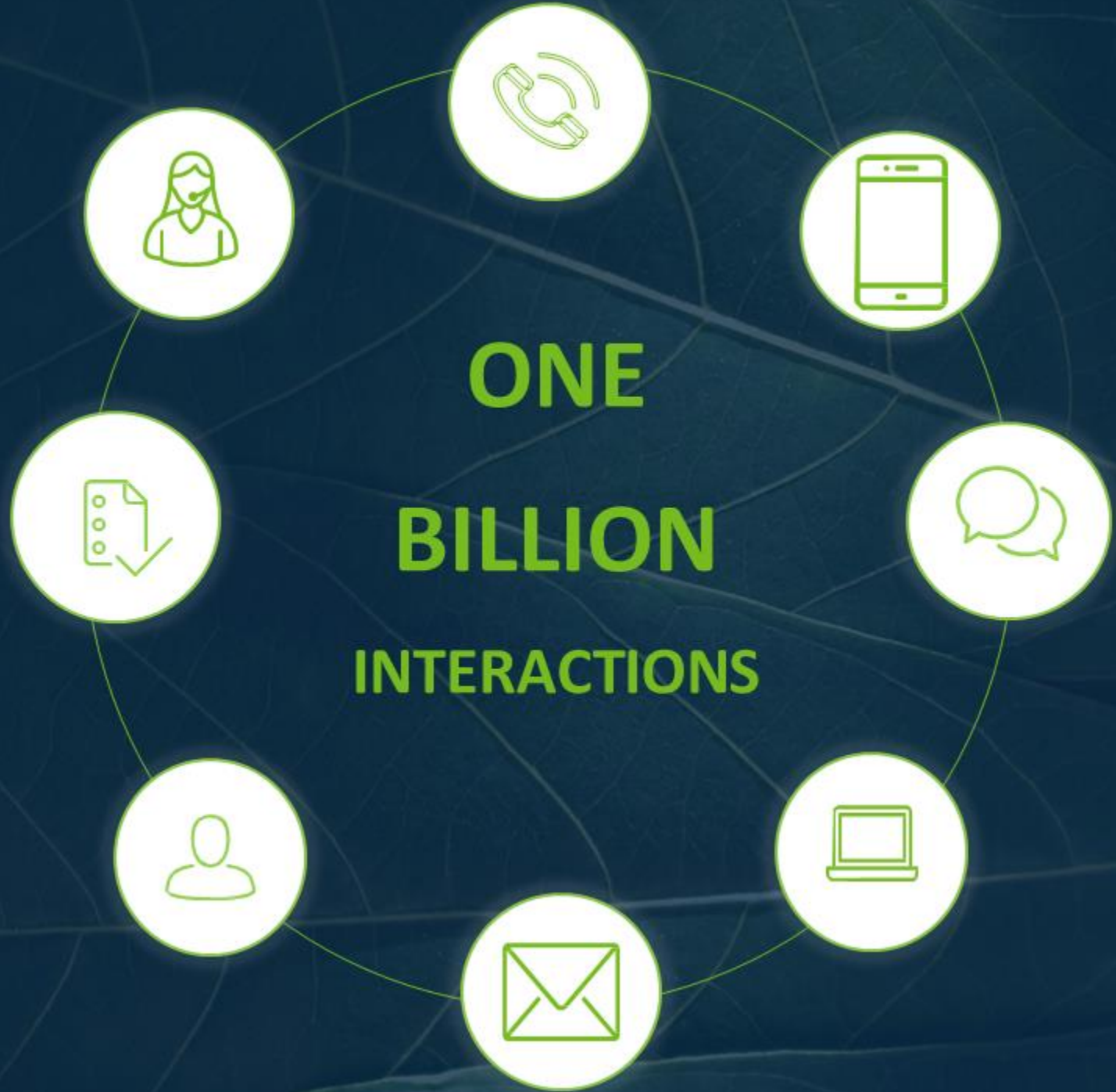


Health Advisor for Life



Get it Right the First Time





**ONE
BILLION
INTERACTIONS**

Our most important work focuses on driving our three focus areas forward

Continual improvement on our foundational investments



Desktop experience with our associates as our focus to retire and replace legacy platforms to simplify infrastructure

Customer Journey Analytics to make improvements to key customer journeys

Robust consumer learning & insights



Enterprise Feedback Loop to deliver insights into customer interactions and enable data-driven improvements to customer experiences

AI technology at the forefront of everything we do to save time for our customers and help them solve issues more quickly

Invest in strategic, connected infrastructure



Consumer Experience Center Platform (CECP): New service capabilities that include multiple interaction channels on one platform.

Integrated infrastructure & platforms to sync across enterprise and enable proactive solutions

Build and orchestrate integrated experiences



Single search capability to link all interactions within the customer journey

Next Best Experience: Analytics teams working to identify key moments of influence and guide members to optimal programs & resources

“

My immune system is shot, I can't take a chance on going out. I don't have that much food in the house, not much tuna fish. I have more cat food, and I'm not going to rely on that.

”

Delivering Human Care during the COVID-19 crisis

- **Deployed Rapid Response:** concierge team, escalation process, and feedback loop
- **Alleviated Financial Concerns:** waived out of pocket COVID-related costs and copay costs for Medicare Advantage members
- **Met Basic Needs:** food delivery, mask distribution, safety kits, safe and reliable transportation

“

“It’s a blessing, I appreciate it all, I want everybody to be safe and thank you for everything you’re doing for me.

”

Virtual CUSTOMER RESPONSE SUMMIT

Thank you for attending this session. This event will be available for on-demand replay.



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