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Agent Advantage™ for Salesforce

The *Healthcare Member Service Agent* leverages multi-agent orchestration for key member service tasks.

BUSINESS CHALLENGE

Traditionally, automated self-service solutions and human representatives worked separately with a one-time transfer to humans. Automated self service has previously often lacked the required intelligence and customer experience to be effective and members would end up transferring to a live agent. This conventional approach presents limited personalization and inefficiency in communication.

AGENTIC SOLUTION

With the added intelligence of agentic AI, human and AI agents now work together as a combined workforce. The Healthcare Member Service Agent revolutionizes member care by orchestrating member service between multiple AI and human agents—streamlining tasks such as claims status and payment assistance through an intelligent, member-centric chat interface. This empowers healthcare payers to deliver personalized and efficient service.

VALUE PROPOSITION

Tailored Healthcare Experience:
Providing a personalized experience to members to help them with key tasks related to their account and claims.

Enhanced Member Engagement:
Improved member engagement, fostering a stronger brand relationship with superior service using multi-agent orchestration and dynamic user interfaces.

Efficient Service:
Streamlines the process of resolving tasks without human transfers, saving time for both members and healthcare payers and reducing administrative burdens.

Data-driven Insights:
Data can also be used to provide valuable insights for healthcare payers to optimize their services and improve member outcomes.

AGENT CAPABILITIES

Multi-Agent Orchestration

Coordinates member experience between multiple AI and human agents to efficiently determine and involve the right human or AI for the right task

Personalized Provider Selection

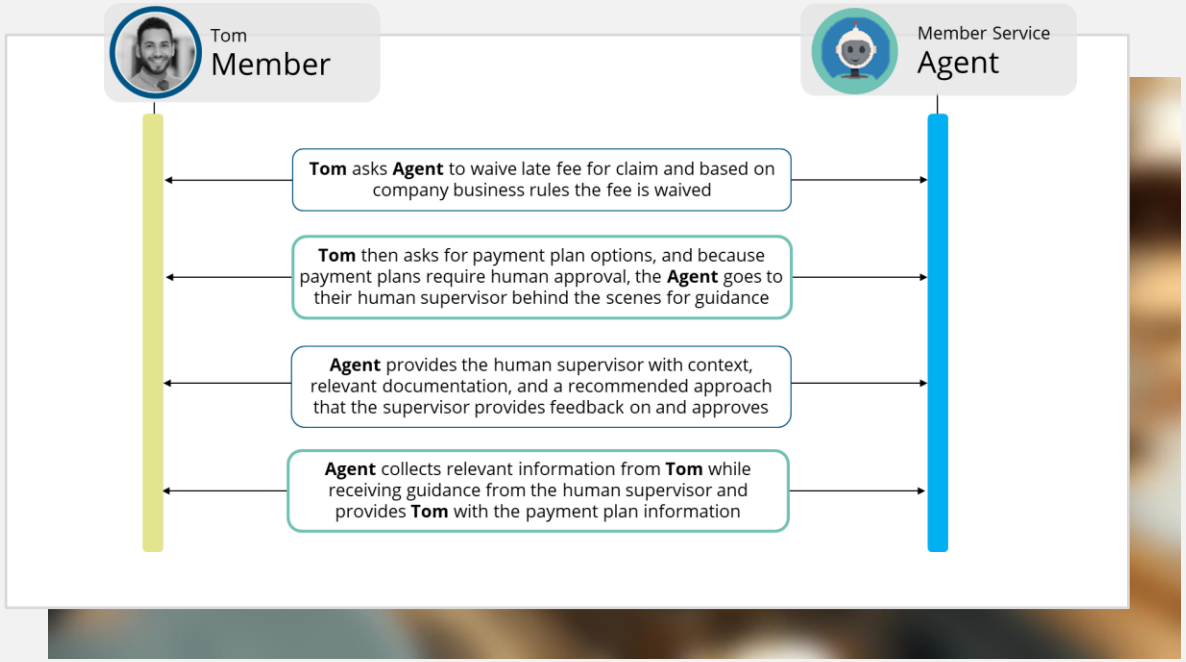
Agent filters practitioners (and can update PCP) based on member preferences and requirements (e.g., neighborhood, language, gender, availability)

Payment Assistance

Agent helps customers with payment related issues (e.g., late payments, fee waiving)

Dynamic Claims Details and Q&A

Agent provides claim details, including cost breakdown, and answers member questions



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