



# **MHBE Board Meeting**

## **January 16, 2023**

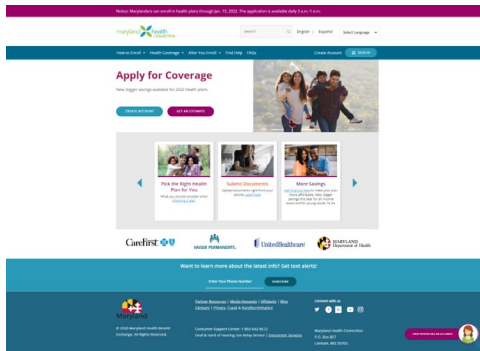
### **2024 IT Roadmap**

**Venkat R. Koshanam**

Chief Information Officer  
Maryland Health Benefit Exchange

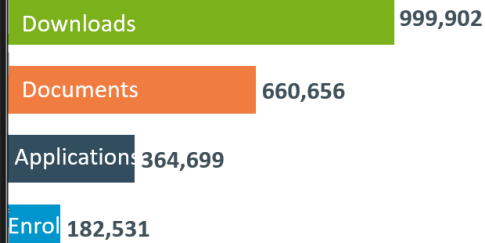
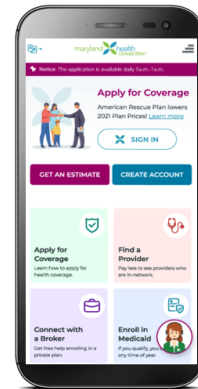
# Technology

## Web Apps



- Consumer Portal
- Worker Portal
- Broker Portal
- Marketing Portal
- Presumptive Eligibility Portal
- Stakeholder Portal
- Other web services

## Mobile Apps (iOS and Android)



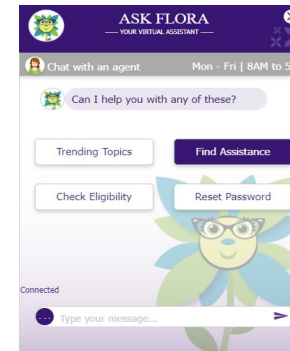
## CRM & Internal Apps

A tightly integrated CRM solution supported **7.8 million** consumer inquiries since 2017.

## Enterprise Automation

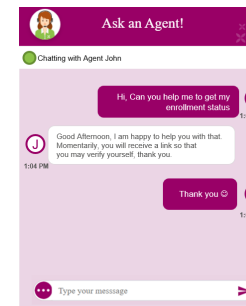
Automate manual tasks to achieve more accuracy, integrity, and efficiency.

## AI Bot ("Flora")




**3.8 million Responses**  
**850,000 Users**

## Live Chat



**-215,000 Chats**

User Accounts   
**2.7 million**  
Applications  
**16 million**  
Notices and Documents  
**55 million**

## IT Functions

- ❑ PMO
- ❑ App Development
- ❑ Special Projects
- ❑ Mobile App
- ❑ Salesforce
- ❑ Testing & QA
- ❑ EDI Operations
- ❑ Data & Reporting
- ❑ AI & Robotic Process Automation
- ❑ DevOps & SysOps
- ❑ Security & Infrastructure

# IT Strategy Sources

- MHBE Strategic Plan
- Medicaid Implementation Advance Planning Document (IAPD) submitted to CMS
- Input from MHBE Policy, Operations, Compliance, Marketing, and other functions on policy, operational and regulatory requirements, and consumer experience.
- Work Management forum eliciting system requirements from Medicaid/MD Department of Health and Department of Human Services
- Feedback from Carriers, Brokers, and other stakeholders for Qualified Health Plan (QHP) related policy/system requirements
- Assessments from User Experience (UX) Testing Initiatives
- MHBE technology priorities, input from Gartner Research and other industry trends, various system enhancements, and internal reviews

# 2024 IT Strategy

## Cybersecurity

1

- AI-powered Security
- Business Continuity
- Awareness & Training

## Operations

4

- Disaster Recovery
- Lower Environments Migration
  - Policy Implementations
- Site Reliability Engineering (SRE)



2

## Innovation

- AI Integration & Adoption
- Consumer Engagement Channels
- Unified Data Analytics Platform
- Microservices and Containerization

3

## Collaboration

- Easy Enrollment
- Integration with Medicaid
- Real-time Enrollment with Carriers

# Technology Landscape



## Infrastructure & Security

Cloud and AI powered security

- AI Integrated Security
- Business Continuity
- Infrastructure Migration



## AI & Consumer Engagement

Personalizing & optimizing touch points for higher engagement

- Personalization with AI
- Consumer Channels
- Data-driven insights and optimization



## Solutions at Scale and Speed

Transforming technology practices to support the continuous delivery at scale

- DevOps and DataOps
- Test Automation
- Containerization



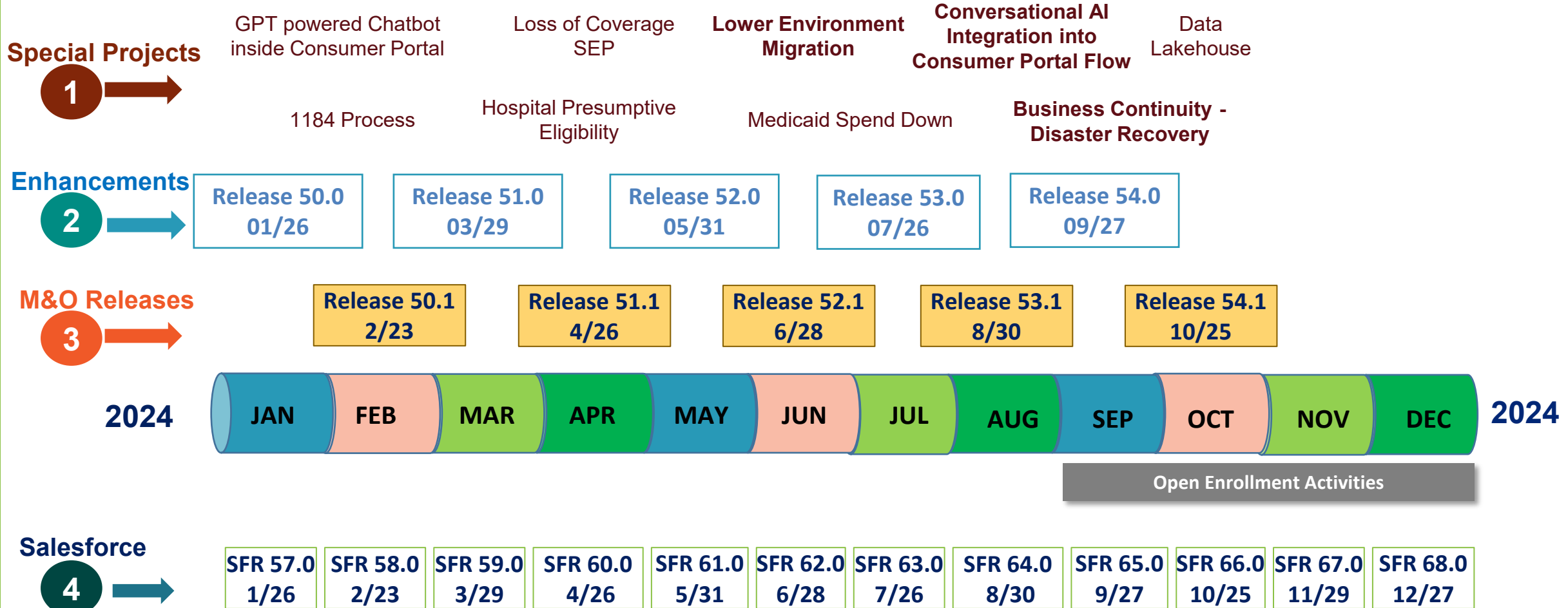
## Unified Digital Experience (UDX)

Integrating user experience across channels in real-time

- Omni Channel enablement
- User Journey Continuity
- AI, OCR & RPA\*

*\*Artificial Intelligence, Optical Character Recognition and Robotic Process Automation technologies*

# CY 2024 IT Roadmap



SFR – Salesforce Releases

# CY 2024 Outcomes

1

Enhanced consumer access through integrated conversational assistance across self-service channels

2

AI-assisted cybersecurity monitoring and alerting

3

Resilient operations, a robust disaster recovery capability, and migration of lower environments to MHBE AWS Cloud

4

AI Integration for carefully vetted technical and non-technical use cases

