

# The AI Advantage for Better Member Care



# Many payer organizations invest in AI pilots across member engagement, care management, and service operations—but struggle to scale solutions and demonstrate enterprise-wide value.

This guide helps you validate your AI readiness and map how the right tools can help you become more efficient, control costs, boost member satisfaction, and ensure compliance.

- To capture value and remain competitive, organizations must begin their AI journey with a structured approach.
- Organizations with advanced AI maturity outperform in cost savings, revenue growth, and patient experience.
- Early-stage efforts without a roadmap lead to fragmented impact.

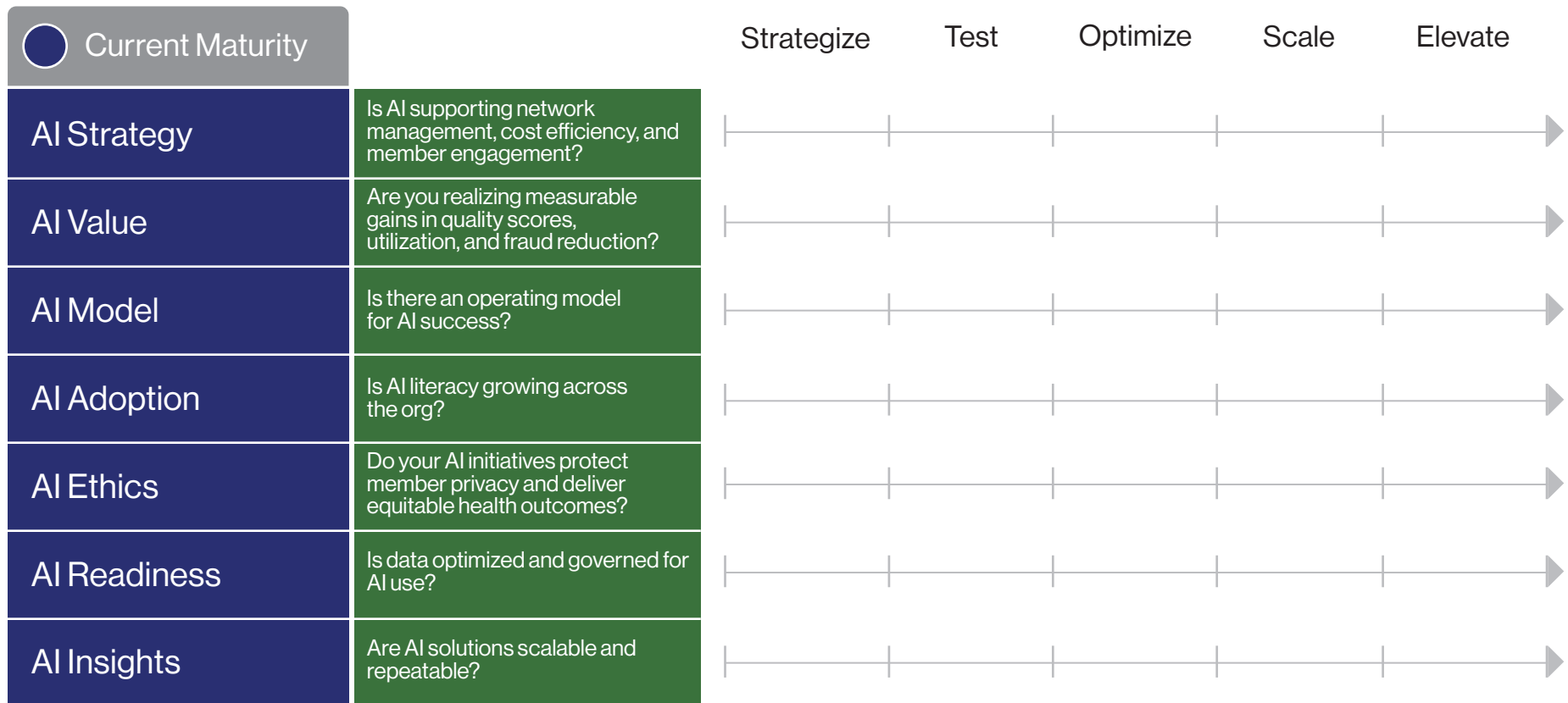
**Start by assessing where you are  
— and where you want to go.**



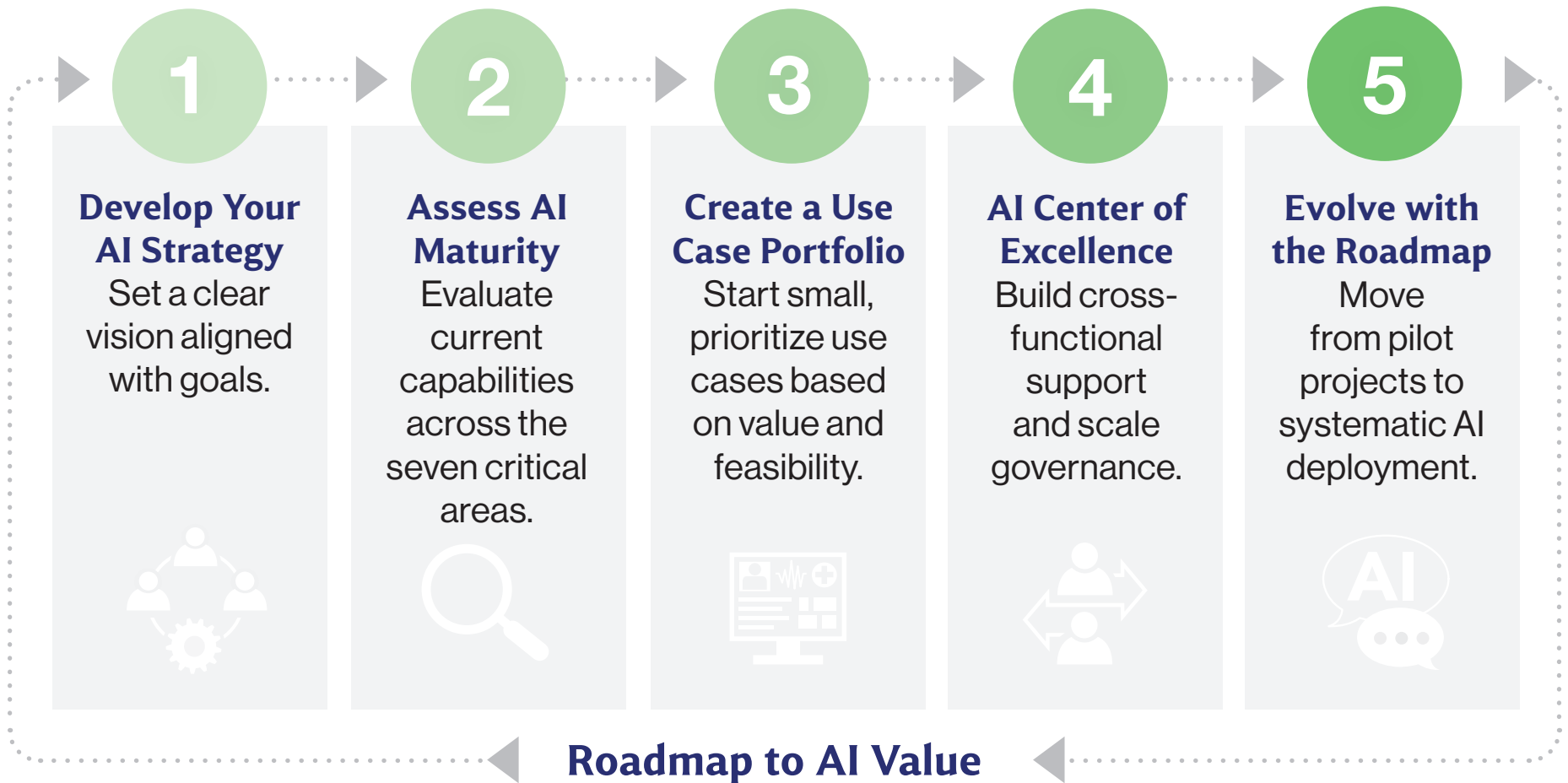
# How to Get Started—Where Are You Today?

This AI Maturity Model measures your payer organization's progress across seven critical areas.

Click the circle that best suits where you are in your AI journey.



# How to Get Started—AI Payer Organization’s Roadmap Essentials.



**Progression is iterative — focus on sustainable growth, not perfection.**

# Stronger Member Engagement, Improved Outcomes

WestCX AI-native engagement platform transforms payer communication from fragmented and manual to personalized, orchestrated, and outcomes-driven. We help payers improve quality, boost efficiency, and drive measurable value while reducing administrative costs and member churn.

## Proven Results that Drive Payer Success

**35% reduction**  
in missed preventive care  
appointments

**40% fewer**  
**live-agent calls**  
with automated self-service

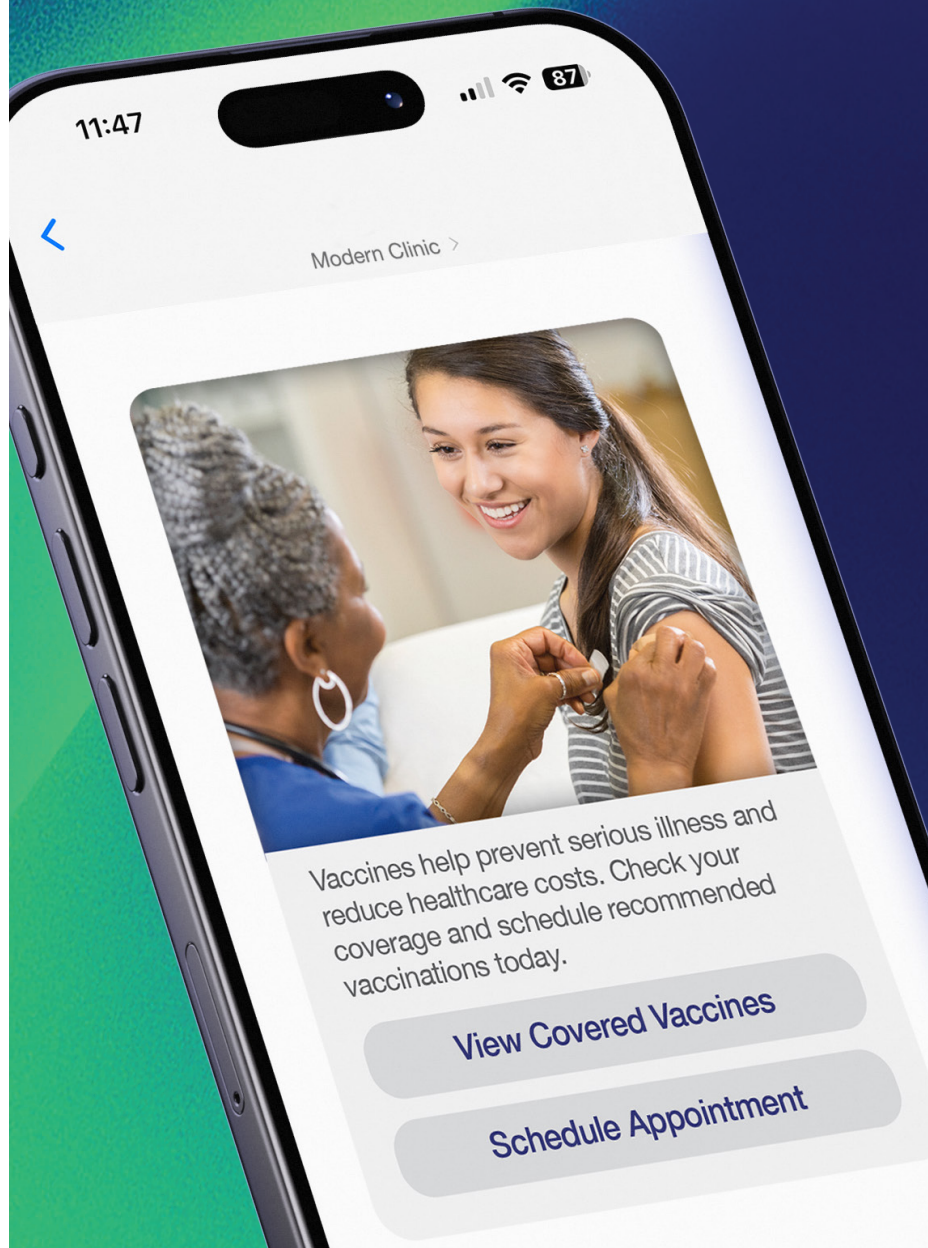
**90% less**  
**manual outreach**  
using automated campaign  
outreach

**15-25%**  
**improvement**  
in quality scores  
(Stars, HEDIS, CAHPS)

**Accelerated ROI**  
across payer programs



# How We Deliver Results



## Care Gap Closure

Multilingual, always-on AI proactively drives preventive screenings, immunizations, and chronic care management. Automated reminders, scheduling, and eligibility navigation improve adherence and boost Stars and HEDIS performance.

## Benefits & Claims Support

Conversational AI resolves eligibility, benefits, and claims inquiries in any language—reducing costly live-agent calls, improving satisfaction, and unifying support across the member journey.

## Improving Access & Equity

Culturally adaptive, literacy-sensitive campaigns connect vulnerable members to critical resources. Automated wellness, preventive, and SDOH programs improve equity, compliance, and overall health outcomes.

## Renewals & Retention

Automated, branded outreach guides members through open enrollment and renewal steps. Always-on engagement reduces churn, supports growth, and cuts manual outreach by up to 90%.

## Member Feedback Loops

Automated CAHPS and NPS surveys deliver real-time analytics, benchmarks, and dashboards to continuously optimize experiences, strengthen compliance, and drive measurable ROI.

**WestCX helps payers reduce costs, boost quality scores, and build member loyalty through AI-powered, personalized engagement—delivering strong ROI and equitable outcomes at scale.**



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