

# CIGNA – Sprint 1 Presentation

By - Team Stat Health, Spring 2020



# Team Stat Health



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# User Journey

## Meet Kevin

75 Years Old, Loves Spending Time  
With His 3 Grandchildren

Taking Geriatric Medicines

Has Diabetes, Hypertension and  
Rheumatoid Arthritis

Knows Missed Dosages Can Cost Him  
Visits to Hospital

But Seniors Can Be Forgetful

And Sometime Life Just Gets in His  
Way





# Healthcare in the Age of Empowered Consumers

In a new paradigm, consumers are increasingly controlling access to their personal health data and selectively consenting to opt-in services if they feel that partners are delivering significant value.

This is a strategic shift from previously when large integrated companies controlled access to consumer/patient data.

How might established health services firms such as Cigna extract value from this democratized data, differentiate its services, attract customers and deliver outstanding quality care?



**53  
million**

Medicare beneficiaries with data in Blue Button 2.0

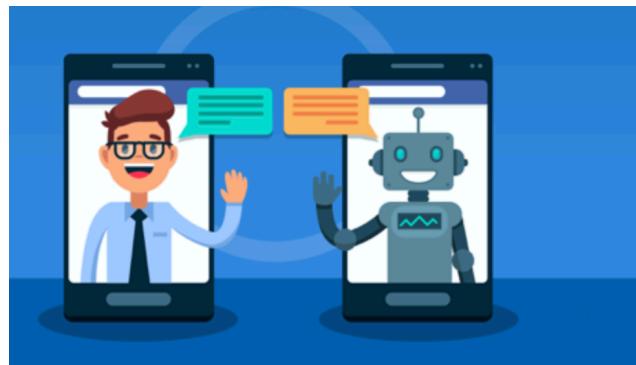


**150  
Million**

Users of opt-in mobile health apps such as Apple Health



# Product: Customer Chatbot



## Enables

Learn about latest medical conditions  
Increased compliance  
Enhanced Customer Experience



## Impact

Remote monitoring  
Reduced Readmissions  
Operates at Scale



## Data FHIR

BlueButton2, Apple Health, Synthea  
Train chatbots using Elmo, Bert



## Risks

NLP algorithms can have high complexity to capture sentiment from medical terms



# Hypothesis

Timely communication and patient engagement improves medication compliance

## Big Picture

Improved compliance leads to reduced episodes of acute or emergency care treatments

## Testing the hypothesis

### Identify

Test participants and one of their daily chores, such as going to the gym

### Remind

Send daily reminders e-mails to the participants for one week

### Laissez Faire

Stop sending reminder emails to the participant

### Compare & Verify

Compare the compliance rates with and without the reminders



**Cigna®**

# The Company



## Patient-first

Integrates the physical, emotional, financial, social, and environmental aspects of health and well-being of every customer.



## Innovation

Transforming health care, innovating across the delivery system to expand choice and improve quality, affordability, and experience.



## Partnership and Collaboration

Making health care more affordable by partnering with providers who provide quality, cost-effective care.



# Next Steps

## Experimentation

- Conduct prototype testing
- Study how to utilize data sets

## Finalize Project Use Case

- Value Proposition and Business Case
- User Profiles
- Internal "Pitch" to BigCo

CORNELL  
TECH

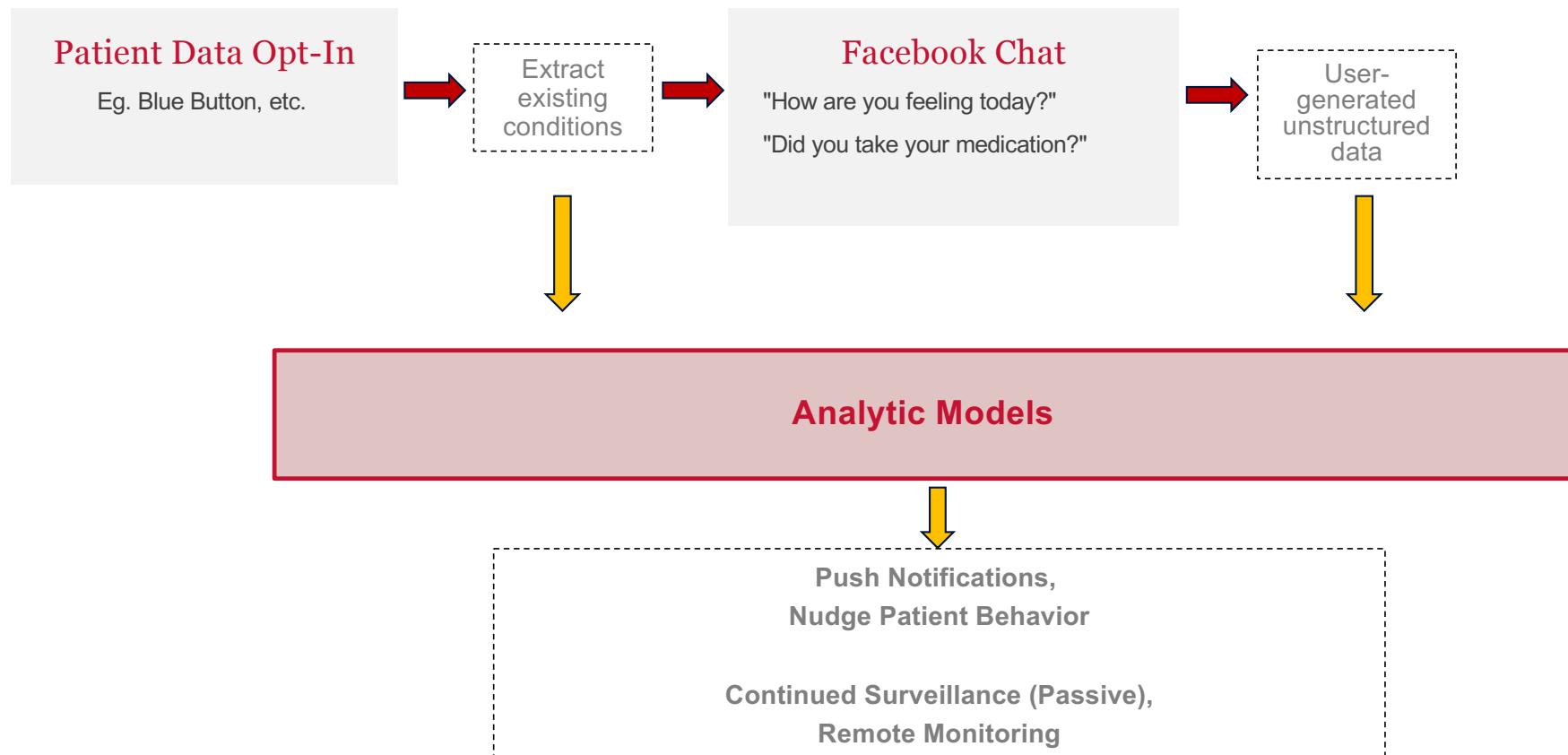
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# Appendix



# Chatbot Conceptual Diagram



# Timeline

Milestone	Deliverable
Feb 14	SPRINT 1
Feb 21	Value proposition and business case. Map user profiles. Master the "internal sales" pitch.
Mar 6	Solution architecture and initial wireframing
Mar 20	SPRINT 2 Implement essential functions
Apr 3	Refine product and algorithm
Apr 17	Minimum Viable Product
Apr 24 May 1-4	SPRINT 3 – Buffer Dress rehearsal and initial presentation   Final Presentation to CIO