

# Final SWOT Analysis

Vaya Health – Technical Analyst Perspective

## Strengths

- Established data infrastructure supporting claims processing, utilization tracking, and quality reporting across multiple state contracts.
- Multi-state reporting capabilities demonstrating proficiency in managing diverse regulatory requirements and compliance workflows.
- Care coordination systems enabling authorization workflows, case management tracking, and member-level data aggregation.
- Quality measurement frameworks with standardized metrics, dashboards, and performance monitoring tools.
- Strong technical knowledge base developed through experience with varied state Medicaid systems and contract onboarding.

## Weaknesses

- Legacy system limitations creating data silos, manual workarounds, and reduced efficiency in reporting and claims adjudication.
- Interoperability gaps prevent seamless data exchange with HIEs, physical health plans, and external provider EHR systems.
- Data quality issues such as incomplete member information, inconsistent provider data entry, and coding errors.
- Manual processes for prior authorization reviews, appeals tracking, and outreach activities limiting scalability.
- Fragmented reporting across states requiring duplicate effort and preventing standardized enterprise-wide KPIs.
- Limited automation in routine tasks such as eligibility verification, credentialing checks, and quality measure calculations.

## Opportunities

- System modernization initiatives to consolidate claims, clinical, and care management data into integrated platforms.
- Advanced analytics and predictive modeling to identify high-risk members, prevent readmissions, and support proactive interventions.
- API and integration development enabling real-time data exchange with state systems, provider EHRs, telehealth platforms, and social service partners.

- Automation and RPA for repetitive tasks including eligibility checks, authorization routing, and compliance documentation.
- Enhanced business intelligence through self-service analytics tools, dashboards, and data visualization.
- Telehealth platform integration requires technical support for documentation, billing workflows, and quality monitoring.
- Machine learning applications for fraud detection, utilization analysis, NLP of clinical notes, and cost prediction.

## Threats

- Increasing regulatory reporting complexity requiring rapid system updates, new data elements, and enhanced validation protocols.
- Data security and privacy risks involving HIPAA, 42 CFR Part 2, and cybersecurity threats.
- System integration challenges when states upgrade Medicaid systems or adopt new HIE platforms.
- Technical debt from deferred upgrades and infrastructure improvements leading to performance issues and outages.
- Vendor dependency and rising costs for proprietary software, data warehousing, and analytics platforms.
- Changing interoperability standards (e.g., FHIR, TEFCA) requiring ongoing technical resource allocation.
- Data governance complexity across multiple state contracts with varying consent rules and data-sharing restrictions.