

# Epic Hypothesis Statement: Digital Activation

## Epic:

The “Instant Digital Activation” process will facilitate a simple digital activation experience for the member, creating an “activation journey” where members update and confirm profile and preference information during enrollment to both set up their digital accounts and position themselves to effectively leverage Aetna’s digital tools to navigate the healthcare system. Aetna will facilitate this experience by collecting the minimum necessary information from enrollment to develop a guided digital activation journey – delivering value between Enrollment and Onboarding.

Unlike other plan sponsors that rely on the member to sign up for digital assets through an arduous process – often in the moment when the member wants to use the tools, this solution will deliver a continuous digital activation experience that bridges enrollment and onboarding, creating easier paths to access the tools and solutions available to support them on their path to better health.

Business Outcomes Hypothesis: this efforts will improve digital adoption, decrease print, and unnecessary call volumes, while positioning our member to more easily and in real time receive information that will help them save money and get the best care (NBAs).

Leading Indicators: Member registrations, print suppression, app usage

NFRs: Security

# Member Experience | Instant Digital Activation – Member Experience

something

Making the right choice

Activate health  
experience



## Enrollment

During enrollment member is redirected to new "Instant Digital Activation" within the enrollment workflow

Web experience where member confirms Profile and Preference information, learns what to expect next



## Digital Enablement



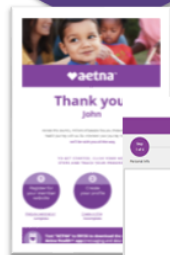
## Digital notification experience and progressive profiling



Member receives email / text experience to register for website and finish progressive profile



Member receives communication that digital ID Card is ready – to finish progressive profiling



## ID card & App download

Member receives ID Card with text code to download AH App



## All-digital onboarding

Member receives personalized digital onboarding experience



# Digital Enablement

Profile and Preference information collection and confirmation user interface

Create Digital Activation API and Service to enable Digital Enablement

# Digital Accounts & Notifications

Enhance Digital Activation API and Service to enable Digital Notifications

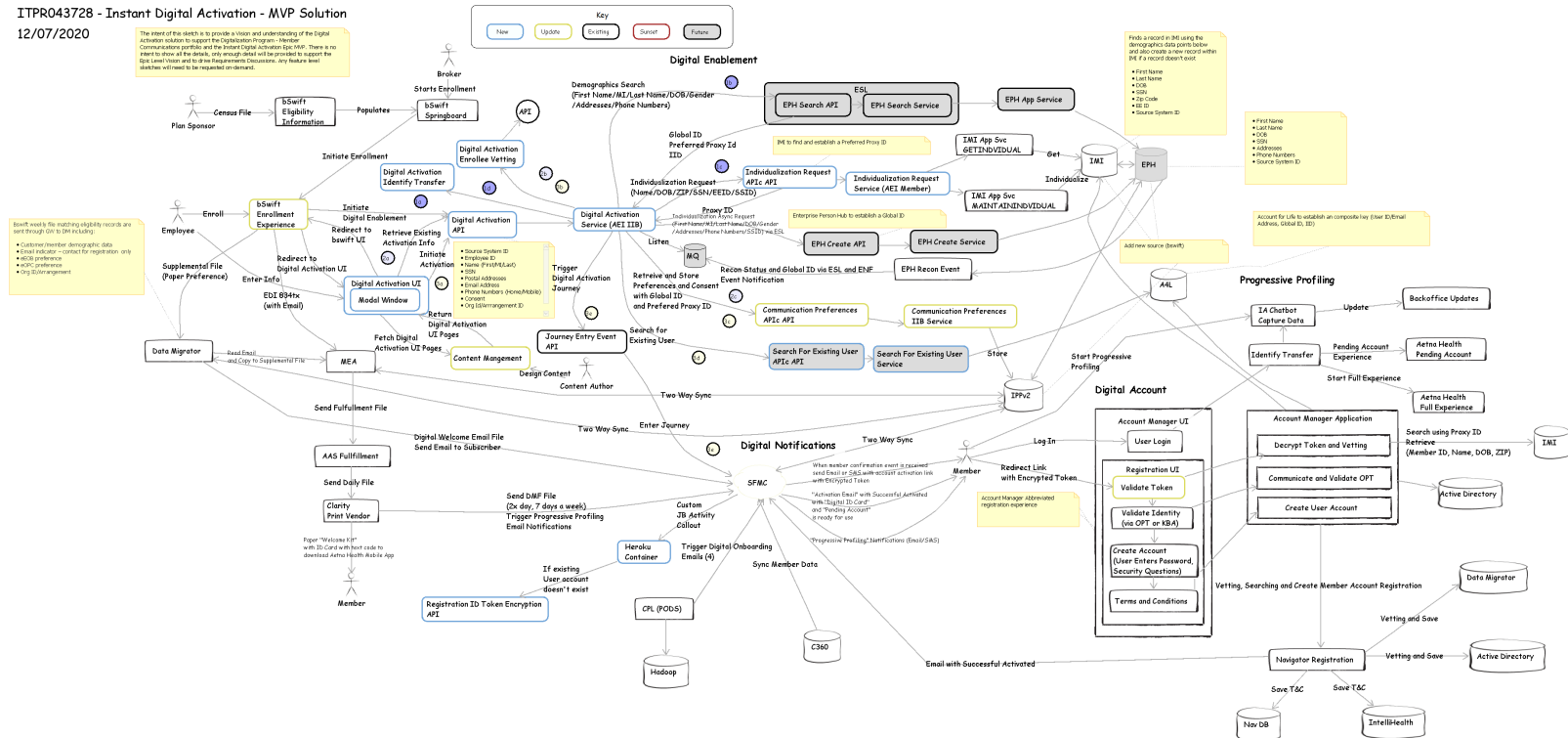
Enhance Digital Activation API and Service to enable Digital Account

# Progressive Profiling

Leverage Chat Bot to Progressive Profile Pending Member

## 12/07/2020

The intent of this sketch is to provide a Vision and understanding of the Digital Activation solution to support the Digitalization Program - Member Communications portfolio and the Instant Digital Activation Epic MVP. There is no intent to show all the details, only enough detail will be provided to support the Epic Level Vision and to drive Requirements Discussions. Any feature level sketches will need to be requested on demand.



[illegible]

WILLING	OWNED
ACCEPTED	NOTBATED

# PI Objectives

- Begin design and development to support an integrated digital activation user interface in B5W1t
- Begin design and development of the foundation for Digital Activation Service

## Risks

- Need for data to execute integration testing
- All the stories are required for SMI to go to production: (SMI Stories need to be released as they appear to be representing scope for the next PI.)
- Risk to timeline if there are updates to the Communication Preference API Post
- Need to align with breadth deployment
- Need to mental the planning of the integration test stories: (SI Correspondence test requires all backend services to be functional. Integration testing may extend into the next PI)

Iteration	Capacity	Load
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		

Teams	Iteration 1.1 (12.30 - 1.12)	Iteration 1.2 (1.13 - 1.26)	Iteration 1.3 (1.27 - 2.9)	Iteration 1.4 (2.10 - 2.23)	Iteration 1.5 (2.24 - 3.9)	Iteration 1.6 (3.10 - 3.23)
Architecture						
BSwift						
MCOE						
Digitalization						

PI Objectives

Risks

RESOLVED	OWNED
ACCEPTED	MITIGATED

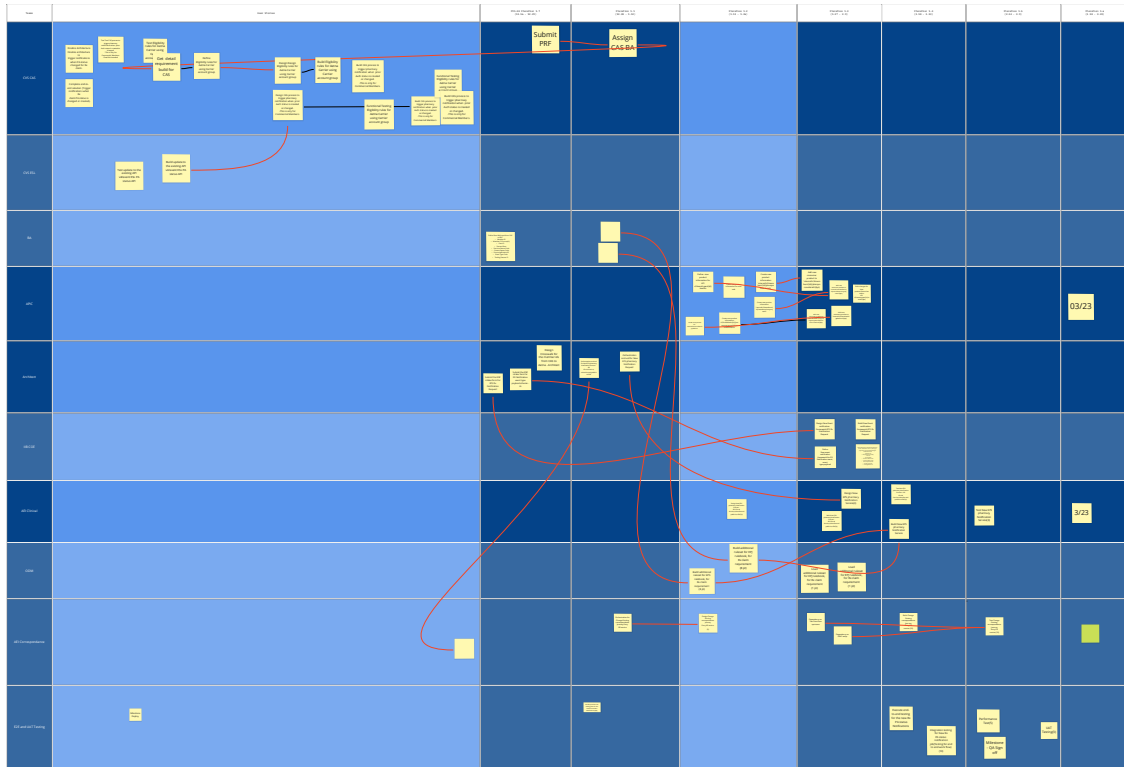
Iteration	Capacity	Load
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		







Teams		Iteration 1.1 (12.30 - 1.12)	Iteration 1.2 (1.13 - 1.26)	Iteration 1.3 (1.27 - 2.9)	Iteration 1.4 (2.10 - 2.23)	Iteration 1.5 (2.24 - 3.9)	Iteration 1.6 (3.10 - 3.23)
Architecture							
SPMC							
CVS Caremark.com							
Clinical Business							
A & BC							
The Agency							
Digitalization							
Rx Business							



**PI Objectives**

Trigger for prior each status notifications with a deep link to Casework.com.

**Risks**

- Requirements captured in Planning board are very high-level and needs more comprehensive requirements to come up with estimates.
- Once BA completes the requirements CAS Due & QA team can come with high-level dependencies and dates depending on resource availability.
- Notification change has based on CAS status confirmation.
- CVS DSL planning was not done in PI planning session.
- New API integration for crosswork, CVS CAGM to Arma member at Gap in the current solution.

Project Lead	OWIED
Owner	NET/IGATED

Iteration	Capacity	Load
I1		
I2		
I3		
I4		
I5		
I6		



[illegible]

Open Questions:  
- Experimental Testing  
1) iiii Correspondence team need to know, How many maximum detail line record can be present on one claim?  
- Closed

Dependency:  
Ensure all application are available in  
stress test layer for performance  
testing.

### PI Objectives

- Trigger experimental / investigational testing notifications based on CPT codes and provider TINs.
- To automate all labor-intensive processes in the testing phase. (CAS, CCE, RxSwift, digital activation, real ID card event)

<p>REJECTED</p> <p>THE COMPARISONALITY THEORY WAS REJECTED IN THIS ANALYSIS AND FOUND TO BE FALSE OUTSIDE THE ANALYSIS</p>	<p>Accepted</p>
<p>OUTSTANDING</p>	<p>ACCEPTED</p>

Iteration	Capacity	Lead
1.0		
1.2		
1.3		
1.4		
1.5		
1.6		





<b>F40687</b> Allow for communication summary level detail attribution (Campaign Name and Description) within Taxonomy UI	<b>F44621</b> Migrate Hadoop environment to 3.X	<b>F40670</b> Develop a user interface in ASD to provide CSR's access to member communication history (Architecture Runway)	<b>F452159</b> Create a user interface for the member communication center (phase 2)	<b>F45504</b> Retrieve the Communications Tracker data from the Hadoop table using Spark instead of retrieving the data from the Hive database directly (Architecture Feature)	<b>F42374</b> Integrate images within Communication Center	<b>F43542</b> Create member communication center layout for Salesforce CEC Engagement Specialist	<b>F38657</b> Integrate zero-based inventory data and images with Communication Tracker (Architecture Runway)
<b>F42163</b> Integrate print vendor images from ARNA with Communication Tracker (MVP architecture pilot) (Architecture Runway)	<b>F42160</b> Create profiles and permissions through alignment of communication taxonomies (enterprise alignment)	<b>F40675</b> Provide member communication history through member portal for self-service (data analysis)	<b>F38291</b> Integrate communication history and taxonomy data within Salesforce CEC clinical 360 dashboard	<b>F38290</b> Integrate communication history and taxonomy data within Salesforce GPS member snapshot	<b>F43539</b> Create member communication center layout for Salesforce GPS CSRs	<b>F42164</b> Integrate email content images from SFMC with Communication Tracker (Architecture Runway)	<b>F42162</b> Integrate SFMC SMS calling data into Comms Repository and Elasticsearch
<b>F45249</b> Create all taxonomy ID values, append taxonomy IDs to repository jobs and create transactional auto attribution rules	<b>F40677</b> Integrate CPL campaign identifier and additional data elements into current and planned Comm Tracker data	<b>F43722</b> Move the Taxonomy book of record to the Communications ODS DB (Architecture Runway)	<b>F40674</b> Utilize machine learning to automate taxonomy attribution (R&D)	<b>F40688</b> Integrate SOP, MedCompass and ATV outbound calling data into Comms Repository and Elasticsearch	<b>F45881</b> Create the Communication Detail components	<b>F45663</b> Integrate MedCompass and ATV inbound calling data into Comms Repository and Elasticsearch	



Teams	Iteration 1.1 (12.30 - 1.12)	Iteration 1.2 (1.13 - 1.26)	Iteration 1.3 (1.27 - 2.9)	Iteration 1.4 (2.10 - 2.23)	Iteration 1.5 (2.24 - 3.9)	Iteration 1.6 (3.10 - 3.23)
Sales Force CRM	<div>Review Board Review and sign off on all work items</div> <div>Design API definitions needed Design/Sign off</div> <div>Review with API Team and Engagys</div> <div>Review with API Team and Engagys</div> <div>Review with API Team and Engagys</div>	<div>Review with Engagys API Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Member search Feature Build and test</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>
Digitalization						
Engagys	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>			
Marketing Ops						
Architecture	<div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div> <div>Review with Engagys Architecture Review/Sign-off Date: 01</div>					

PI Objectives

- Create the user interface within Salesforce for the Member Communication Center and integrate with Communication Tracker summary and jobs APIs
- Develop transactional auto-attribution rules
- Create and publish all permutations of communication taxonomies and align IDs to previously mapped print/email jobs

Risks

- API availability on planned date

RECEIVED	OWNED
ACCEPTED	MITIGATED

Capacity Load

Iteration	Capacity	Load
1.1	Salesforce: Engagys:	Salesforce: 21 Engagys: 21
1.2	Salesforce: Engagys:	Salesforce: 21 Engagys: 28
1.3	Salesforce: Engagys:	Salesforce: 28 Engagys: 20
1.4	Salesforce:	Salesforce: 23
1.5	Salesforce:	Salesforce: 18
1.6	Salesforce:	Salesforce: 21



## Notification Features

Trigger Rx  
claim prior  
authorization  
status email  
notifications

Trigger  
notifications to  
provide guidance  
on experimental  
& investigational  
testing

F38895 Determine  
the SG&A savings  
from a  
reduction in claim  
denial by each alert  
type (Analytics)

F44220 Enhance  
email feedback to  
include verbatim  
comments

F42057 Enhance  
dental benefit  
member benefit  
limit  
notifications  
(Architecture  
runway)

F42061 Create profile  
and permissions for  
members  
to select email/text  
preferences  
(Architecture runway)

F38771 Develop  
control groups  
and results  
management  
reporting for  
Aetna Alerts

F38894 Trigger  
notifications  
through SMS for all  
Aetna Alerts  
(Architecture  
Runway for  
Test/Learn)

F43894 Move  
from UAF to  
Privacy  
Requests API

F43128 Enhance  
medicare precert  
status emails to  
include link to  
coverage request  
details on AH

F41062 Create holistic  
approach to allow  
members to opt-out of  
individual Aetna  
Alert campaigns  
(Architecture runway)

F43896  
Create Claim  
DB EPS  
Foundation

## Member Communication Center



1000

Type		Date
3	 Bio sheet reminder	11/16/2020 
3	 Bio sheet Link	11/16/2020 
3	 Provider Directory	11/16/2020 
	<a href="#">Download</a> <a href="#">View Details</a> <a href="#">View Statistics</a> <a href="#">View History</a> <a href="#">View All Documents</a>	
	11/16/2020 11/16/2020 11/16/2020 11/16/2020 11/16/2020	
3	 Bio sheet Link	11/16/2020 
3	 Explanation of Benefits	11/16/2020 
3	 Bio sheet Link	11/16/2020 

## Member Communication Center




















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[illegible]

## Member Communication Center




















100

Type	Name
 <b>(3) word Link</b>	<b>11,620/20</b> 
 <b>Arabic Glossary</b>	<b>11,620/20</b> 
 <b>Arabic Glossary</b>	<b>11,620/20</b> 
 <b>(3) word Link</b>	<b>11,610/20</b> 
 <b>Explanation of Words</b>	<b>11,610/20</b> 

## Member Communication Center























### Small Community Centers

Topic	Date	Available
  How about reminder	11.05/11/20	
  100 word limits	11.05/11/20	
  Revision Dictionary	11.05/11/20	
  <u>Reading Section</u>		
  100 word limits	11.05/11/20	
  Explanation of Headlines	11.05/11/20	

[illegible]

## Member Communication Center



Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

[illegible]

# Member Communication Center



Q Member ID:

Member Name: John Smith

Start Date: 11/01/2020

End Date: 12/01/2020

Q Keyword

Letters

Email

Phone

SMS

## Recent Communications

Type	Date	
Flu shot reminder	11/30/20	<a href="#">View</a>
ID card Link	11/25/20	<a href="#">View</a>
Provider Directory	11/25/20	<a href="#">View</a>
<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>
Medicare	OBC	11/10/20
		11/24/20
		Campaign Association
		None
ID card Link	11/18/20	<a href="#">View</a>
Explanation of Benefits	11/15/20	<a href="#">View</a>
ID card Link	11/13/20	<a href="#">View</a>

# Member Communication Center



Q

Member ID:

Member Name: John Smith

📅

Start Date: 11/01/2020

📅

End Date: 12/01/2020

Q

Keyword



Letters



Email



Phone



SMS

## Recent Communications

Type		Date			
>	📞	Flu shot reminder	11/30/20	View	
>	📱	ID card Link	11/25/20	View	
✓	🏠	Provider Directory	11/25/20	View	
		<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>	<u>Date Fulfilled</u>
		Medicare	OBC	11/10/20	11/24/20
				<u>Campaign Association</u>	
				None	
>	✉	ID card Link	11/18/20	View	
>	🖨	Explanation of Benefits	11/15/20	View	
>	✉	ID card Link	11/13/20	View	

# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/01/2020

End Date: 12/01/2020

Keyword







Letters

Email

Phone

SMS

## Email Communications

Type		Date			
>	 Flu shot reminder	11/30/20	<a href="#">View</a>		
>	 ID card Link	11/25/20	<a href="#">View</a>		
∨	 Provider Directory	11/25/20	<a href="#">View</a>		
<u>Line of Business</u>		<u>Source System</u>	<u>Date Requested</u>	<u>Date Fulfilled</u>	<u>Campaign Association</u>
Medicare		OBC	11/10/20	11/24/20	None
>	 ID card Link	11/18/20	<a href="#">View</a>		
>	 Explanation of Benefits	11/15/20	<a href="#">View</a>		
>	 ID card Link	11/13/20	<a href="#">View</a>		

# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/01/2020

End Date: 12/01/2020

Keyword



Letters



Email









Phone



SMS

## Email Communications

Type	Date	
>  Flu shot reminder	11/30/20	<a href="#">View</a>
>  ID card Link	11/25/20	<a href="#">View</a>
✓  Provider Directory	11/25/20	<a href="#">View</a>
<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>
Medicare	OBC	11/10/20
<u>Date Fulfilled</u>	<u>Campaign Association</u>	
11/24/20	None	
>  ID card Link	11/18/20	<a href="#">View</a>
>  Explanation of Benefits	11/15/20	<a href="#">View</a>
>  ID card Link	11/13/20	<a href="#">View</a>

# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/15/2020

End Date: 12/01/2020

Service Ops

Letters

Email

Phone

SMS

## Email Communications

Type		Date			
➤	✉ ID card Link	11/25/20		View	
	✉ Provider Directory	11/25/20		View	
		<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>	<u>Date Fulfilled</u> <u>Campaign Association</u>
		Medicare	OBC	11/10/20	11/24/20 None
➤	✉ ID card Link	11/18/20		View	
➤	✉ Explanation of Benefits	11/15/20		View	

# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/15/2020

End Date: 12/01/2020

Service Ops



Letters



Email



Phone



SMS

## Email Communications

Type		Date			
>	ID card Link	11/25/20		View	
✓	Provider Directory	11/25/20		View	
		<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>	<u>Date Fulfilled</u>
		Medicare	OBC	11/10/20	11/24/20
		<u>Campaign Association</u>			
		None			
>	ID card Link	11/18/20		View	
>	Explanation of Benefits	11/15/20		View	



# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/15/2020

End Date: 12/01/2020

Keyword

Letters

Email

Phone

SMS

## Email Communications

Type	Date	
<div>&gt; </div> Flu shot reminder	11/30/20	<div>View</div>
<div>&gt; </div> ID card Link	11/25/20	<div>View</div>
<div>✓ </div> Provider Directory	11/25/20	<div>View</div>
<div>Line of Business</div> Medicare	<div>Source System</div> OBC	<div>Date Requested</div> 11/10/20
	<div>Date Fulfilled</div> 11/24/20	<div>Campaign</div> None
<div>&gt; </div> ID card Link	11/18/20	<div>View</div>
<div>&gt; </div> Explanation of Benefits	11/15/20	<div>View</div>

### Communication Details

- Portfolio**  
Clinical
- Communication Owner**  
National Quality Management
- Communication Format**  
Booklet
- Content Topic**  
Gaps in Care
- Call to Action(s)**  
Close Gaps in Care; Click Deep Link
- Member Activity**  
Opened
- Language**  
English
- Frequency**  
Annual

# Member Communication Center



Member ID:

Member Name: John Smith

Start Date: 11/15/2020

End Date: 12/01/2020

Keyword



Letters



Email



Phone



SMS

## Email Communications

Type		Date	
>	Flu shot reminder	11/30/20	View
>	ID card Link	11/25/20	View
✓	Provider Directory	11/25/20	View
	<u>Line of Business</u>	<u>Source System</u>	<u>Date Requested</u>
	Medicare	OBC	11/10/20
			11/24/20
			Campaign
			None
>	ID card Link	11/18/20	View
>	Explanation of Benefits	11/15/20	View

### Communication Details

Portfolio

Clinical

Communication Owner

National Quality Management

Communication Format

Booklet

Content Topic

Gaps in Care

Call to Action(s)

Close Gaps in Care; Click Deep Link

Member Activity

Opened

Language

English

Frequency

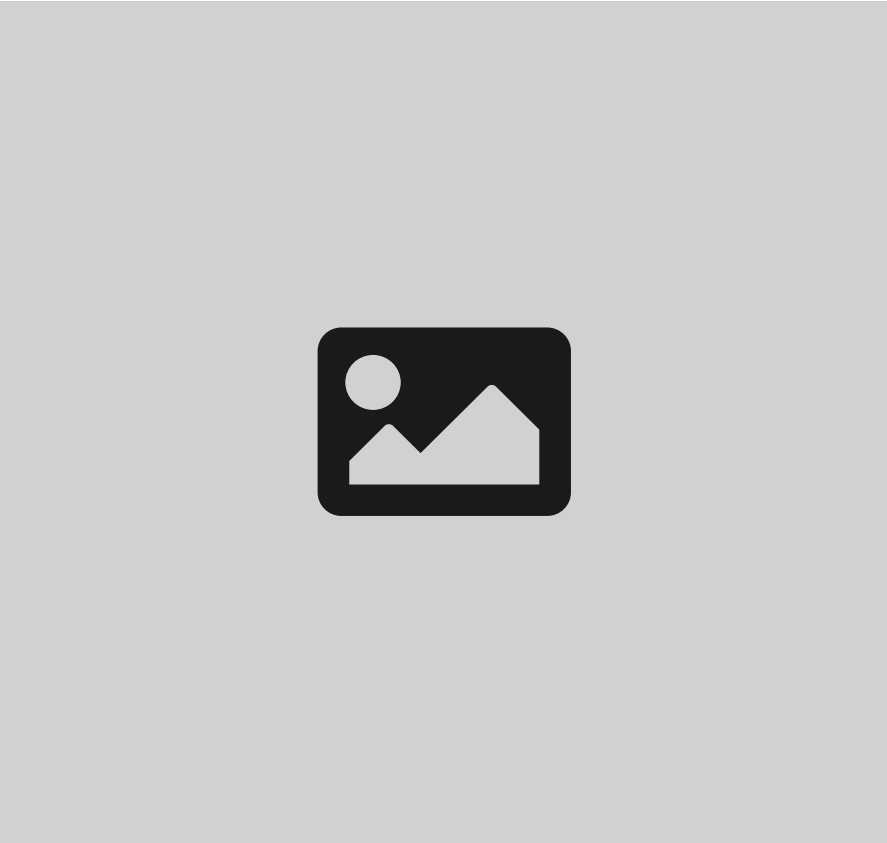
Annual

# Member Communication Center



**Member ID:** W348327334    **Member Name:** John Smith    **Communication Name:** Explanation of Benefits    **Communication Format:** Booklet

Communication Details	
<b>Portfolio</b> Clinical	<b>Communication Owner</b> National Quality Management
<b>Communication Goal</b> Reminder	<b>Content Topic</b> Gaps in Care
<b>Call to Action(s)</b> Click Deep Link; Close Gaps in Care	<b>Audience</b> Member
<b>Line of Business</b> Medicare	<b>Channel</b> Print
<b>Regulatory</b> No	<b>Trigger</b> Event
<b>Frequency</b> Annual	<b>Language</b> English
<b>Vendor</b> ARNA	<b>Member Activity</b> Received
<b>Additional Detail1</b> Detail1	<b>Additional Detail2</b> Detail2
<b>Additional Detail3</b> Detail4	<b>Additional Detail4</b> Detail4

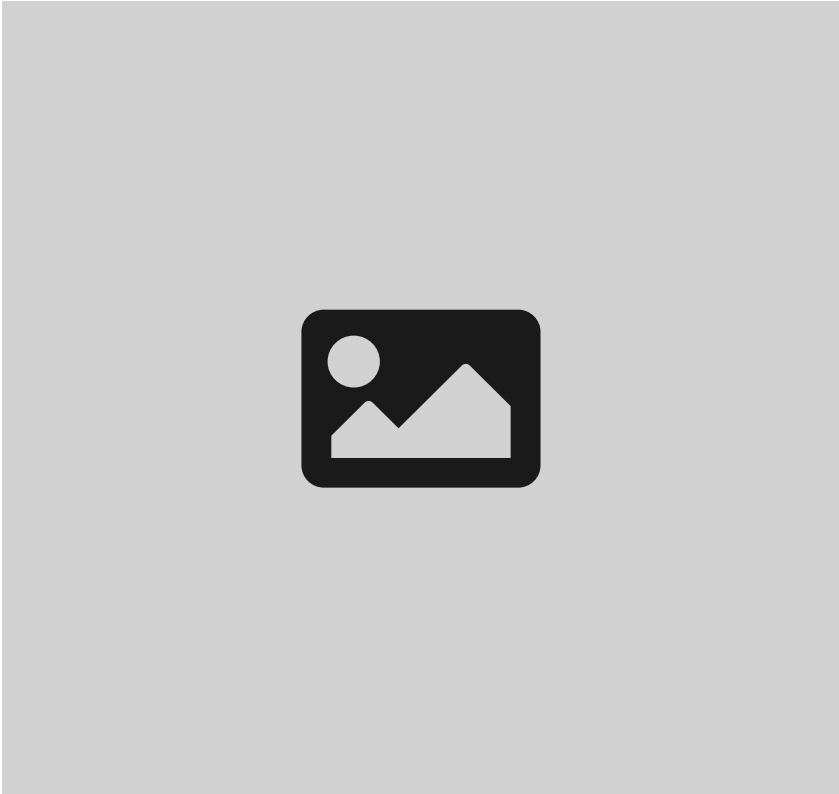


# Member Communication Center



**Member ID:** W348327334    **Member Name:** John Smith    **Communication Name:** Explanation of Benefits    **Communication Format:** Booklet

<u>Communication Details</u>	
<b>Portfolio</b> Clinical	<b>Communication Owner</b> National Quality Management
<b>Communication Goal</b> Reminder	<b>Content Topic</b> Gaps in Care
<b>Call to Action(s)</b> Click Deep Link; Close Gaps in Care	<b>Audience</b> Member
<b>Line of Business</b> Medicare	<b>Channel</b> Print
<b>Regulatory</b> No	<b>Trigger</b> Event
<b>Frequency</b> Annual	<b>Language</b> English
<b>Vendor</b> ARNA	<b>Member Activity</b> Received
<b>Additional Detail1</b> Detail1	<b>Additional Detail2</b> Detail2
<b>Additional Detail3</b> Detail4	<b>Additional Detail4</b> Detail4



Link to Aetna Health Web Registration demo: [https://aetna.com/healthwebregistrationdemo?\\_ga=2.100000000.1000000000.1546200000.1546200000&utm\\_source=direct&utm\\_medium=referral&utm\\_campaign=20170401-1546200000](https://aetna.com/healthwebregistrationdemo?_ga=2.100000000.1000000000.1546200000.1546200000&utm_source=direct&utm_medium=referral&utm_campaign=20170401-1546200000)

Link to aetna.com Member registration page: <https://www.aetna.com/healthwebregistrationdemo/healthwebregistrationdemo>

