

# Optimizing Member and Provider Experience



## The Experience Imperative in Healthcare Payers

Health insurers today face a unique challenge: balancing the rising expectations of members and providers with the stringent demands of compliance and cost control. Members want frictionless, personalized interactions similar to what they get from digital-first leaders like Amazon or Apple. Providers seek speed and efficiency to reduce administrative overhead and get reimbursed quickly. At the same time, payers must comply with regulations like HIPAA, maintain ironclad security of Protected Health Information (PHI), and operate under mounting cost pressures.

Traditional IVR systems have long served as the backbone of payer contact centers. Yet they are increasingly obsolete. They deliver rigid, rule-based interactions that frustrate members and providers, drive up call times, and escalate issues to human agents unnecessarily. For executives tasked with improving Net Promoter Scores (NPS), reducing cost-to-serve, and staying compliant, these legacy models are no longer sufficient.

## Why Existing Integrations Fall Short

Many payers already use Genesys Cloud to handle inbound and outbound interactions. Genesys provides a native integration with Google Dialogflow CX, a leading conversational AI platform. But this out-of-the-box integration carries serious gaps when applied to payer use cases:



### Security Exposure

The native connector routes audio and DTMF data streams across public internet. For PHI, this is a non-starter. Any potential leakage exposes the payer to regulatory penalties, reputational damage, and member distrust.



### Loss of Real-Time Engagement

Dialogflow CX offers a powerful streaming DetectIntent API, which can deliver partial, real-time responses while backend systems are queried. The Genesys native integration does not support this. Callers end up sitting in silence during backend lookups, assuming the system has failed.



### Compliance Risk

HIPAA demands that PHI transmission occurs only within secured, auditable environments. Public streaming channels don't meet enterprise security policies, making native integration unsuitable for mission-critical healthcare scenarios.



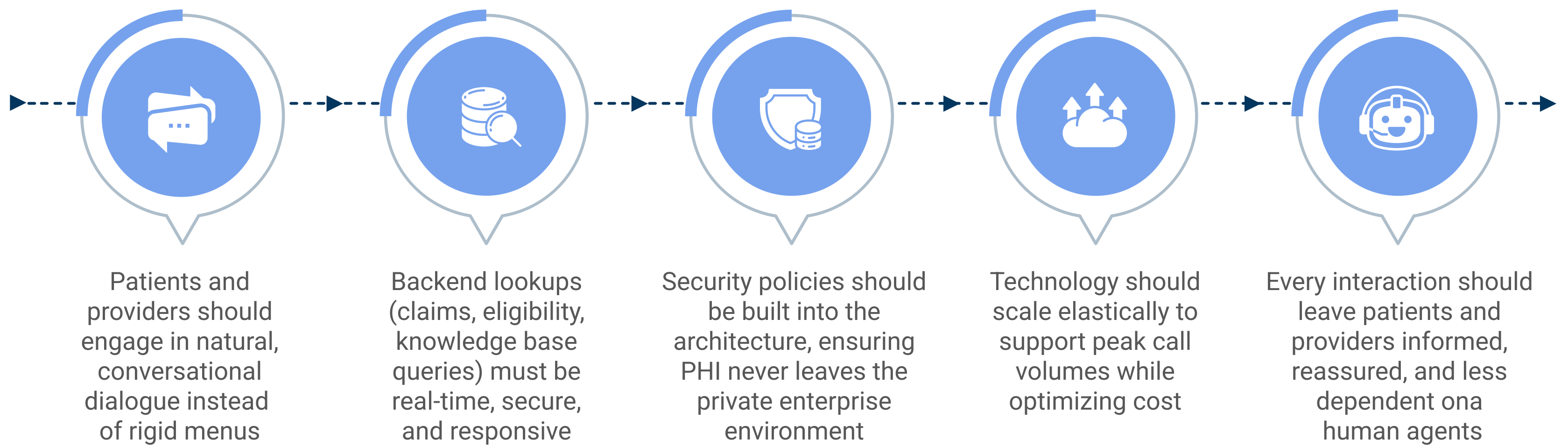
### Limited Flexibility

Complex payer workflows often require multiple backend system lookups (e.g., eligibility, claims, prior authorization). Without intelligent orchestration and secure, low-latency streaming, these interactions stall or fail.

For payers, these gaps translate into real-world pain: longer call times, higher abandonment rates, agent overload, and unsatisfied patients and providers.

# What a Modernized Experience Should Look Like

To meet today's expectations, payers must envision an interaction model that blends domain knowledge with technical sophistication:



## Apexon's Secure Audio Connector: Engineering for the Payer Enterprise

To bridge this gap, Apexon has developed a Secure Audio Connector that unlocks the full power of conversational AI for payer organizations—without compromising security or compliance.

01

### Secure, Private Tunnel

The connector creates a private network tunnel between on-premise Genesys environments (or private cloud) and Google Cloud Platform (GCP). Audio and DTMF data never traverse the public internet.

02

### Multi-Layered Security

Traffic is routed through multiple firewalls on both sides. PHI remains encrypted in transit, meeting HIPAA and enterprise-grade compliance requirements.

03

### Genesys Audio Connector Integration

The solution leverages the AudioHook specification to stream audio and DTMF inputs while playing back Dialogflow CX responses. This serves as the secure “entry and exit” point for conversational data.

# 04

## Streaming Detect Intent API Support

Unlike native integrations, Apexon's connector enables real-time streaming responses. Callers no longer hear silence during calls; instead, they receive contextual updates ("Please hold while I check your claim status"), keeping them engaged and informed.

# 05

## Serverless, Cost-Efficient Deployment

The connector is deployed as a Google Cloud Run function—a containerized, serverless environment. This ensures high scalability while incurring costs only when actively processing data.

## Why It Matters for Payers

This is not just a technical fix—it directly addresses payer pain points:

### Eliminating Silent Failures

Streaming feedback keeps patients engaged during backend calls, cutting abandonment rates

### Strengthening Compliance

PHI never leaves private channels, meeting HIPAA and enterprise IT policies

### Boosting Operational Efficiency

Faster, intelligent self-service reduces agent workload, freeing human agents for complex cases

### Future-Proofing Infrastructure

Cloud-native, containerized design for future use cases adaptability like voice biometrics, proactive outreach, and AI-powered analytics

## From Contact Center to Experience Hub

With secure conversational AI, the payer contact center evolves from a transactional cost center into a strategic experience hub. Every call becomes an opportunity to:



Strengthen trust with patients and providers



Demonstrate compliance rigor



Differentiate from competitors



Build long-term loyalty

This transformation is not optional—it is the path forward for payers competing in a market where digital empathy and operational excellence define success.

## Patient Example

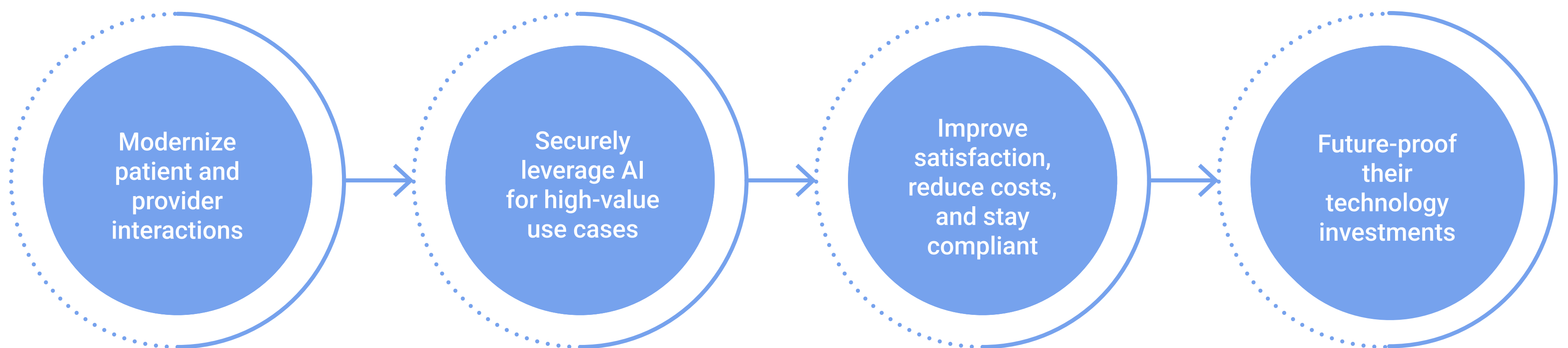
A member calls to check a claim status. Instead of navigating IVR trees, they simply ask, "What's the status of my recent claim?" The AI interprets intent, retrieves the data securely, and provides conversational updates along the way. The member receives accurate information in minutes, without waiting in silence or escalating to an agent.

## Provider Example

A physician's office calls to verify eligibility. The system understands the request, connects securely to backend systems, and confirms coverage in real-time. The provider avoids administrative delays, the payer reduces call transfers, and both sides gain efficiency.

# The Future of Member Engagement

The healthcare ecosystem is moving toward personalization, automation, and digital-first service. Payers cannot afford to lag behind. With Apexon's Secure Audio Connector, organizations can:



The future of member engagement is **conversational, secure, and intelligent.**



Apexon is a technology services firm specializing in accelerating business transformation and engineering intelligent enterprises. For over two decades, the company has been meeting clients wherever they are in the digital lifecycle and helping them outperform their competition through speed and innovation. Its reputation is built on a comprehensive suite of engineering services, a dedication to solving clients' toughest technology problems, and a commitment to continuous improvement.

The company focuses on Artificial Intelligence, Data and Analytics, Digital Engineering and Experience, and has deep expertise in Banking and Financial Services, Healthcare, and Life Sciences. Apexon is backed by Goldman Sachs Asset Management and Everstone Capital.

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