



# INNOVATE

Digital Transformation Made **SMARTer**

---

**Humana**

## Customer-Centric Digital Transformation

Hilliary Burns, Strategic Communications Manager for Humana

#innovateUS2019

# Customer-Centric Digital Transformation



At Humana, we believe we can play a part in improving the health of the communities we serve 20% by 2020. Together, we can help people get healthy and stay healthy, all while lowering medical costs.

Humana employees and members know that health happens where you live, learn, work and play.

Caring for people and their health is at the heart of creating the perfect experience. With a focus on people first, we're creating personal, simple, connected experiences that inspire the people we serve to embrace us as a health partner for life.



#innovateUS2019

# Customer-Centric Digital Transformation

Our Digital Transformation Journey - Meet the Member where they are....including communications



#innovateUS2019

2019  
**INNOVATE**

Digital Transformation Made **SMARTer**



**Migration  
NOW to SmartCOMM**


[#innovateUS2019](#)

## Migration Planning and Timing

- Established Timeline




## Determine Resource Needs


 IT Development

 Software/hardware

 People

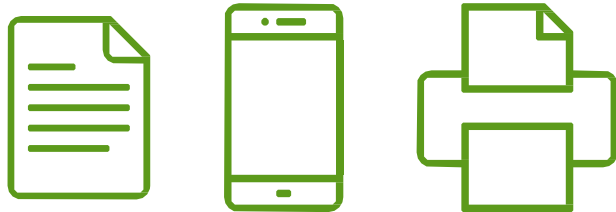
## Access Inventory

 Active communications

 In-active communications

## Testing

### Channels



### Environments

- Development
- INT (SIT)
- QA
- Production

### Print testing



2019  
**INNOVATE**  
Digital Transformation Made **SMARTer**

---

# Challenges and Benefits

#innovateUS2019



# Challenges

- Timing of communication changes
- New work versus migration
- Working with internal business partners of Draft Editor changes
- Communication with internal business partners when communications were migrated

2019

**INNOVATE**  
Digital Transformation Made **SMARTer**



[#innovateUS2019](#)

# Benefits

- Mass move of shared content
- Learning curve of Smart Communications
- Cloud based service down time reduction

2019

**INNOVATE**  
Digital Transformation Made **SMARTer**



#innovateUS2019

# What we have learned?

- Process efficiencies
- Standardized layouts/templates
- Removing non-utilized logic, layouts, etc.
- Offshore users latency delay
- Print file image format issue



# INNOVATE

Digital Transformation Made **SMARTer**

**#innovateUS2019**