



## Human-Centered Approach in a Modular Medicaid World

### CapTech Unifies Fragmented Systems for a Better Medicaid Experience for All

To get the benefits and care they deserve, individuals enrolled in Medicaid often face the frustration of navigating multiple, disconnected systems. CapTech offers government agencies a consistent modularity experience that integrates disparate systems into a unified platform. This modularization enables greater flexibility, scalability, and cost efficiencies while maintaining compliance across all facets.

We know that implementing these programs presents formidable challenges. Since many states still use legacy systems not designed for modularity, the transition requires substantial resources, including funding, personnel, and time. With so much to juggle, it's easy for members, providers, and other community stakeholders to get lost in the shuffle.

#### THE CAPTECH SOLUTION

CapTech addresses these complexities with a human-centered approach that emphasizes the needs of the community. By modernizing state-run systems, we streamline operations and enhance efficiency while delivering quality care outcomes that benefit both Medicaid members and taxpayers alike.

#### OUR REPEATABLE FRAMEWORK

Leveraging our repeatable Unity framework, CapTech integrates modular components into a unified, user-friendly platform that ensures seamless navigation, efficient service delivery, and enhanced data consistency.

#### ELEVATED OUTCOMES

The result is a better user experience, improved employee satisfaction, and streamlined operations that elevate health outcomes and limit fraud, waste, and abuse.

## Key Modularization Challenges

- Members find navigating the current Medicaid beneficiary journey time-consuming and lack awareness of key services and programs.
- Providers, partners, and employees face disjointed journeys across multiple touchpoints, systems, and modules.
- Data silos breed inefficiencies, inconsistencies, and delays across modules.
- Complex reporting, product, and program management make it difficult to tie metrics and capabilities to Centers for Medicare and Medicaid Services requirements, creating significant barriers to comprehensive compliance.

### OUR HUMAN-CENTERED APPROACH



**Understand** users through analysis, design targets, journey maps, wireframes, and accessibility needs.



**Design** architecture focused on core services and integration with other modules while maintaining a well-defined project scope.



**Build** two POCs, one for visual design, one for core portal, and evolve with additional systems and modules over time.



**Enhance** the enterprise approach incrementally, using best-of-breed solutions to support interoperability and innovation.



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## Let's do next together.

# CapTech®

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CapTech is a national consulting firm that helps clients grow efficient, successful businesses. We do so by bringing the data, systems, and ingenuity organizations need to stay ahead and transform what's possible in a changing world. Here, we're master builders, creators, and problem solvers who find inspiration in the unknown and enjoy getting our hands dirty as we design solutions for each client. Across industries and business goals, we fuse technical depth and analytical prowess with creative savvy to ignite innovation and move business forward. This drive helps each organization use technology, management, and insight to turn ideas into action. Together, we create outcomes that exceed the expected — which is one of the reasons we've been on the Inc. 500/5000 list for over a decade.

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