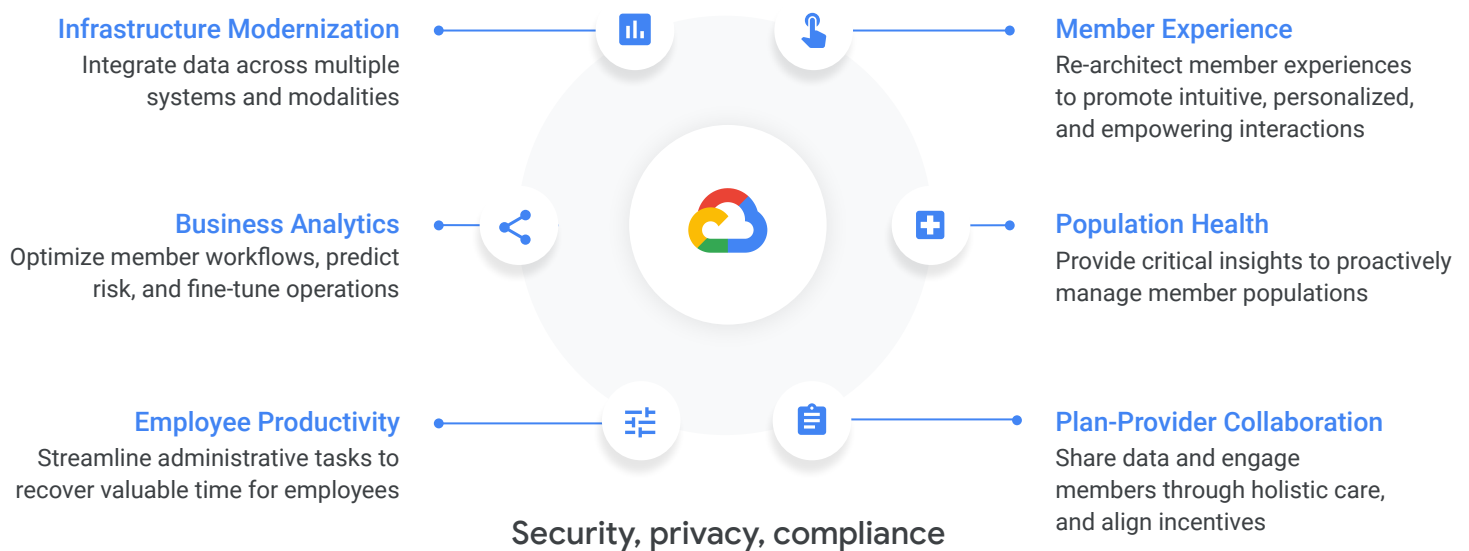# Google Cloud

Health Plans transformation with Google Cloud

Google has transformed the way health plans manage their data, laying the groundwork to uncover valuable member insights
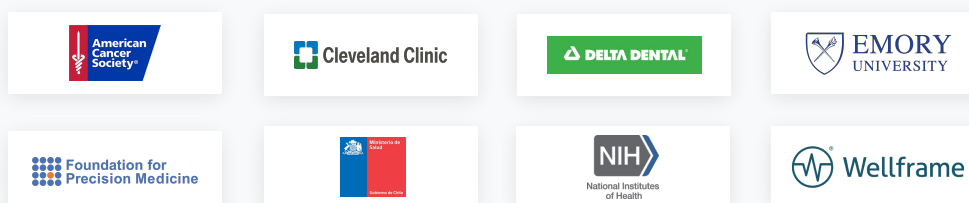
Get the edge over competitors with Google Cloud solutions that help you unify claims information across disparate data sources, so you can uncover valuable member insights. Leverage those insights to proactively manage member populations and deliver a more personalized and intuitive member experience.

Today, 70% of consumers prefer digital healthcare solutions over phone or in-person interactions.[1]

Health Plans have an opportunity to transform several focus areas, powered by cloud

Infrastructure Modernization
Integrate data across multiple systems and modalities

Member Experience
Re-architect member experiences to promote intuitive, personalized, and empowering interactions

Business Analytics
Optimize member workflows, predict risk, and fine-tune operations

Population Health
Provide critical insights to proactively manage member populations

Employee Productivity
Streamline administrative tasks to recover valuable time for employees

Plan-Provider Collaboration
Share data and engage members through holistic care, and align incentives

Security, privacy, compliance

Healthcare organizations on a journey with Google Cloud

American Cancer Society

Cleveland Clinic

Delta Dental

Emory University

Foundation for Precision Medicine

Ministerio de Salud, Gobierno de Chile

NIH National Institutes of Health

Wellframe

[1] Mckinsey, Healthcare consumerism 2018: An update on the journey
[2] Health Affairs, Progress In Interoperability: Measuring US Hospitals' Engagement In Sharing Patient Data

Improving the member experience for Health Plans

Understand your members

Unify claims information across disparate data sources to uncover valuable member population insights.

Personalize experiences

Deliver personalized experiences to members and partners.

Transform culture

Create new business models, build an ecosystem of partners and transform work culture.

Best-in-class security
Help protect member data with solutions that support HIPAA compliance.

Hybrid and multi-cloud solutions
Operate across legacy systems and multiple clouds.

Fully automated operations
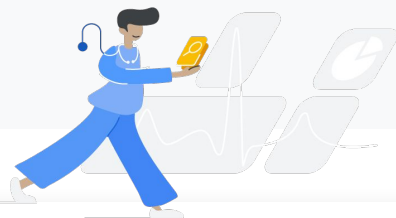Scale automatically to empower employees and partners.

Embedded AI and ML
Unlock new healthcare insights faster.

Best of Google
Foster a culture of innovation through collaboration.

DELTA DENTAL

Leveraging intelligent call centers for better member experiences

Challenge: Dental insurers usually apply analytics and business intelligence after claims adjudication, but Delta Dental wanted to use predictive analytics and deep learning to help solve complex problems ahead of time.

Cloud Machine Learning APIs bring intelligence to call center operations and provide high-quality results at a low cost. This improves operations for claims processing, customer services, marketing, sales, and provider services.

- **Improved call quality** with Speech-to-Text API and Cloud Natural Language API
- **Advance operational efficiency** and marketing analytics with machine learning API
- **Improved member experience**

Ready to start your journey?

Schedule a custom workshop with your Google Cloud representative.

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Google Cloud Machine Learning APIs infuse our entire business, from call center and claims to customer service and sales, with the deep insights and intelligence."

Justin Lahullier CIO, Delta Dental