



## OPTIMA: Optimal Plan & Market Analytics

AI-Powered Personalized Plan Configuration for Payers

Market Analytics | Plan Design Simulation

Cost Optimization | Member-Centric Engagement



The challenges of managing diverse member needs, controlling rising costs, and exceeding evolving expectations are significant for payers. Traditional approaches to plan configuration and marketing often fall short in delivering the precision needed for effective personalization and engagement.

### Reimagine Possibilities with OPTIMA

Powered by advanced data analytics and machine learning, OPTIMA enables payers to create personalized, cost-effective health plans that meet members' needs while driving better health outcomes.

## Why choose OPTIMA?

OPTIMA is purpose-built to help payers transform plan design and market analytics using AI-driven insights. By leveraging advanced analytics, it:

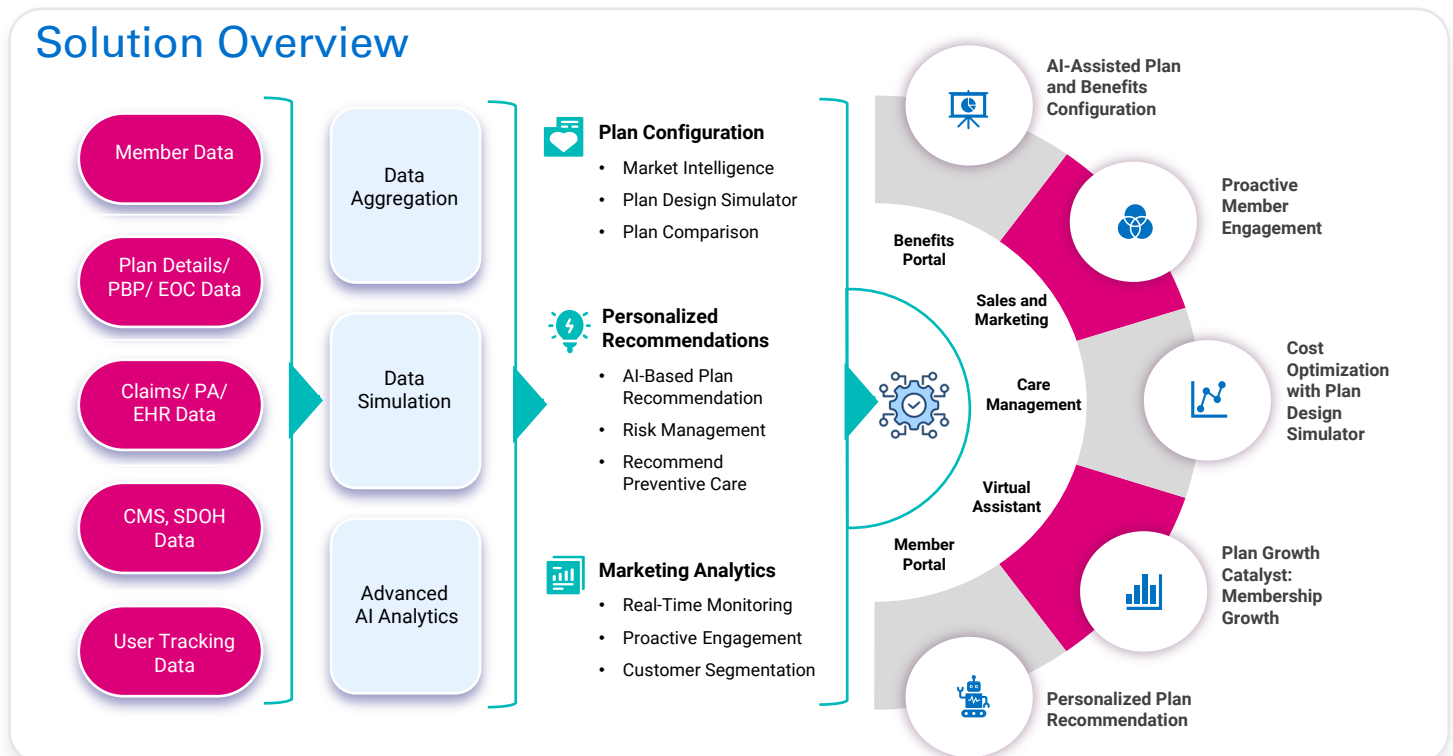
✔ Predicts enrollment trends

✔ Optimizes benefit scenarios in real time

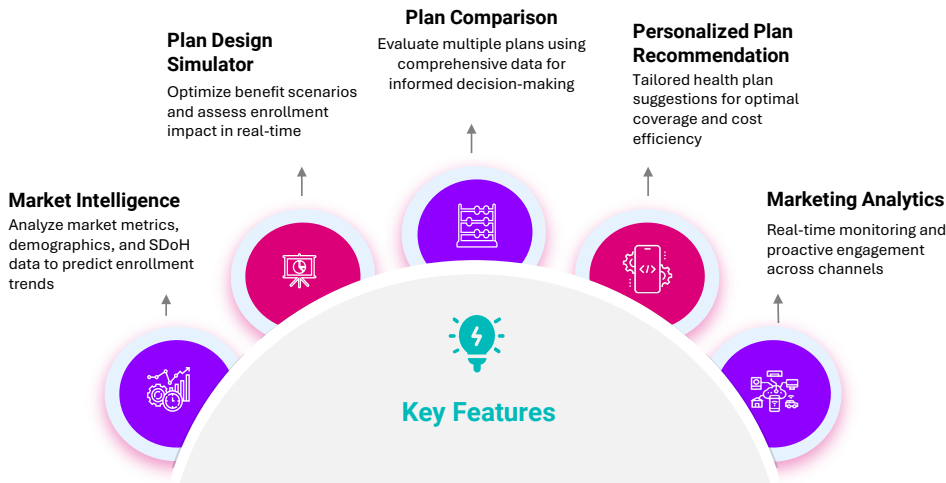
✔ Delivers personalized plan recommendations

OPTIMA's real-time marketing analytics enable payers to connect with members through the right channels, improving engagement, satisfaction, and retention.

## Solution Overview



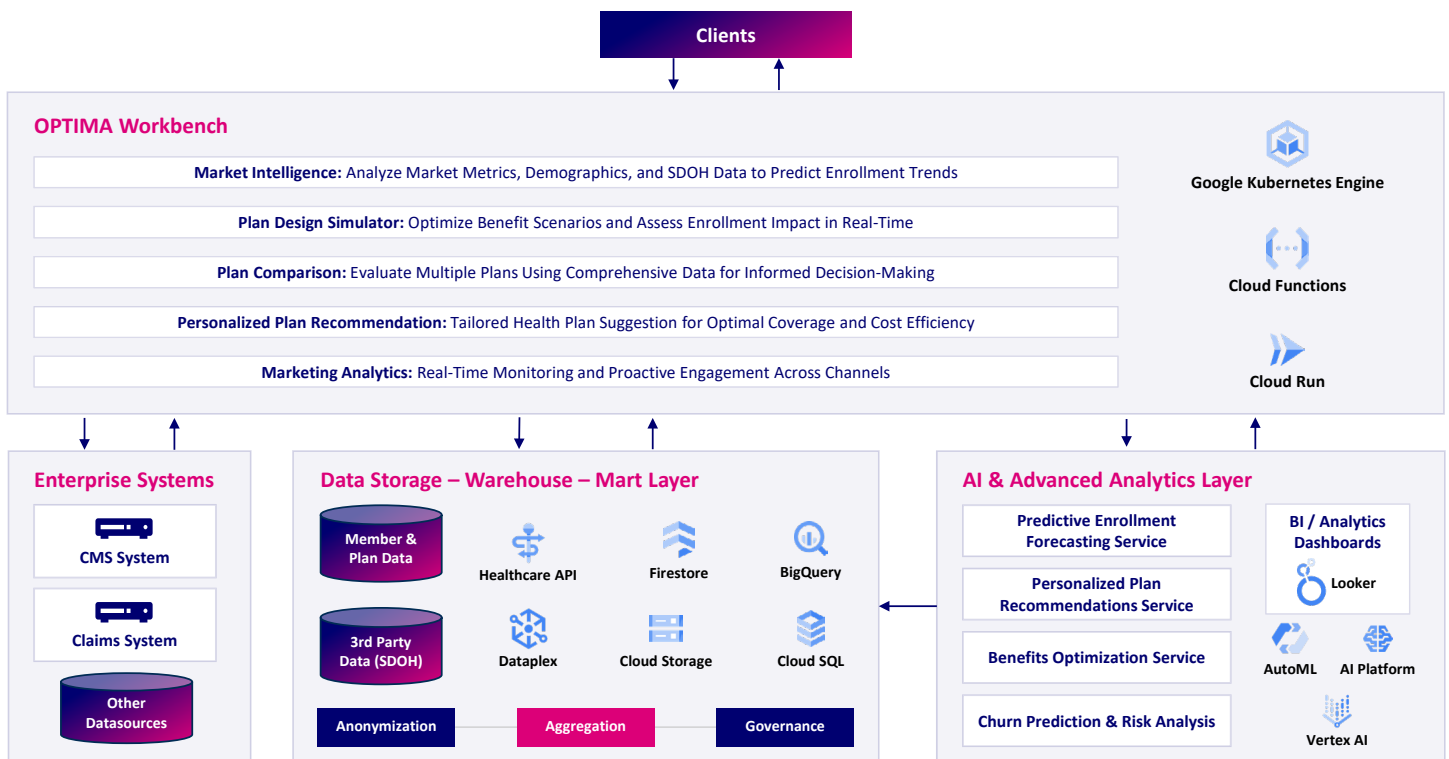
# Our Differentiators



## Key Benefits

- Increase Member Enrollment and Retention
- Maximize Plan Profitability
- Enhanced Member Experience
- Drive Better Health Outcomes
- Boost Member Engagement
- Enable Data-Driven Decision Making

# Referential Architecture Leveraging GCP Components



## Connect with Us!

Let OPTIMA help you embrace a smarter, more insightful approach to plan configuration!



www.innovasolutions.com

### About Innova Solutions

Innova Solutions is a trusted global technology partner specializing in transformative digital solutions for complex, real-world challenges. With teams across North America, Europe, & APAC, we blend exceptional talent and advanced technologies to enhance operations and drive sustainable revenue growth for our customers. Partnering with technology leaders who share our passion for bold innovation, we deliver cutting-edge solutions such as generative AI, data & analytics, cloud computing, digital product engineering, and cybersecurity. Since 1998, we've proudly supported leading organizations across critical industries—including Banking & Financial Services, Healthcare, Insurance, and Communications—with sector-specific solutions to tackle evolving business needs.

### Contact Us

