



PAYER DATA & ANALYTICS MODERNIZATION ON MICROSOFT AZURE WITH SNOWFLAKE

Advisory + QuickStart Offer — 6 Weeks to Build a Domain-Driven Data & Analytics Foundation

Accelerate your payer data and analytics modernization — unifying claims, enrollment, care management, utilization, and financial data into a governed, scalable Snowflake Data Cloud lakehouse with Iceberg Tables for open storage and Snowflake Horizon for end-to-end governance. Powered by Genzeon's Agentic Data Intelligence Accelerator Suite (ADIAS) running natively on Snowflake on Azure, our AI agent-driven automation cuts data engineering cycle times by up to 60%, with HIPAA-compliance and PII/PHI classification built in from Day 1.



Why Choose Genzeon?

Embedded Healthcare SMEs:

Deep expertise in claims, HEDIS/STARS, prior auth, enrollment, FHIR/HL7, financial and compliance data.

Full-Scale Microsoft Azure & Snowflake Partner:

Certified across Snowflake Data Cloud, Snowflake Horizon, Snowpark ML, Iceberg Tables, Power BI / Tableau on Azure — covering data engineering and analytics for payer functional areas.

Proven Delivery:

25+ production data platforms; 1,000+ legacy workloads migrated to cloud lakehouses.

Certified Talent:

100+ professionals certified across Fabric, Databricks & Snowflake — onshore, nearshore & offshore.

Proven ROI, Powered by ADIAS:

2x–3x ROI on data engineering and reporting costs — cutting cycle times by up to 60%, automating Data Model, Ingestion, Quality, Transformation, and Catalog lifecycle across the Medallion Architecture.

Key Healthcare Challenges We Address

- Data strategy misaligned with payer objectives
- No governance — missing lineage & PII/PHI classification
- Poor data quality across claims & enrollment
- Legacy platforms unable to support real-time analytics
- Siloed reporting delays decisions across claims, care & finance
- Limited expertise to sustain data modernization at scale

Investment & Timeline

Investment: \$45K – \$50K

Duration: 6 Weeks

Phase 1: Advisory (Week 1–2)

Phase 2: Modernization (Weeks 3–6)

Scope

- Advisory, assessment & Snowflake readiness evaluation
- Medallion Lakehouse on Snowflake Iceberg storage
- Ingestion of 1–2 payer data files with 2–3 BI dashboards & insights
- Snowflake Horizon governance, data quality & knowledge transition
- Scale-out roadmap for enterprise modernization

6-Week Delivery Plan

From assessment to working analytics foundation — delivered in six weeks.



PHASE 1 — Advisory & Foundation

- Current-State Assessment — Evaluate payer data capabilities, Snowflake readiness & platform expectations
- Modern Data Platform Setup — Configure Snowflake environment on Microsoft Azure, Snowflake Iceberg storage, Snowflake Horizon Catalog, and security controls
- Architectural Framework — Define Medallion architecture (Bronze→Silver→Gold) with ADIAS-driven ingestion, quality, transformation, modeling & catalog lifecycle
- **Deliverable:** Snowflake readiness assessment report, prioritized payer domain roadmap & QuickStart scope document



PHASE 2 — Modernization: Build & Validate

- Sourcing & Ingestion — Build & deploy payer data pipelines using Snowpipe (continuous), Dynamic Tables, and Snowflake Streams & Tasks at each Medallion layer, powered by ADIAS Ingestion, Quality & Transform Intelligence Agents
- Historical Data Migration — Migrate legacy payer data ensuring consistency & traceability
- Consumption & Analytics — Deploy dashboards (e.g., Claims Denial Rate, Prior Auth, HEDIS/STARS) via Snowsight & Power BI/Tableau



PHASE 2 — UAT, Demo & Roadmap

- Support UAT & demonstrate domain insights to stakeholders
- Deliver knowledge transition, governance documentation & enterprise scale-out roadmap

Note: For payers with an existing legacy BI estate (e.g. Qlik, Tableau, SSRS, Cognos), Genzeon leverages Vortex® — an AI-driven BI migration accelerator — to assess, rationalize, and auto-convert legacy dashboards to Power BI as a separate workstream.

Payer Analytics Capabilities Enabled

Claims & Operations

Clean claim rate, denial rate by reason & category, adjudication cycle time, payment variance, overpayment recovery, prior auth approval rates and remittance posting accuracy.

Care Management & Utilization

Prior auth outcomes, HEDIS/STARS care gap closure, ER & inpatient utilization, disease management outcomes, length of stay benchmarking and pharmacy formulary adherence.

Provider Network Management

Provider data accuracy, credentialing cycle time, out-of-network utilization & leakage, contract compliance, FWA indicators and directory update lag.

Member Experience & Enrollment

Enrollment trend & churn, member engagement & satisfaction, appeals & grievances, benefits eligibility, MLR & claims cost analytics and payer mix revenue impact.

Core Payer Data Domains We Modernize

Claims & Operations

- Claims Prep & Billing Data Pipelines
- Denial & Remit Data Integration
- Prior Auth & Utilization Data Pipelines
- Overpayment & COB Recovery Pipelines
- Denials Prediction & Auto - Resolution

Member & Enrollment

- Enrollment & Eligibility Data Migration
- Member Engagement & Satisfaction Data
- Appeals & Grievances Analytics Pipeline
- Benefits & Financial Counseling Data
- Registration & Admitting Data Pipelines

Care Mgmt. & Health Info

- Clinical Documentation Data Pipelines
- CDI & Coding Analytics Integration
- HEDIS / STARS Data Pipelines
- Care Gap Closure Data Integration
- DNFB & Unbilled Days Analytics

Finance & Compliance

- MLR & Claims Cost Analytics
- Accounting & Reconciliation Data
- Compliance Reporting & Analytics
- HR Analytics & Workforce Planning
- Clinical Systems & Apps Monitoring

Client Success Story

Regional Health Plan Modernizes Payer Data Estate on Microsoft Azure with Snowflake to Deliver Domain-Driven Analytics


The Challenge:

A regional health plan had fragmented data across claims, enrollment, care management and provider network platforms – no unified view of denial root causes, HEDIS/STARS performance or member churn risk. HIPAA compliance posed ongoing risk.


Our Solution:

Genzeon deployed a Medallion Lakehouse on Snowflake Data Cloud on Azure. ADIAS agents automated ingestion through Bronze→Silver→Gold via Snowpipe and Snowflake Horizon governance, delivering Snowsight and Power BI dashboards across claims, HEDIS performance, prior auth and member engagement – followed by enterprise-wide modernization.


Measurable Business Impact:




30%
Faster Claims Data Availability via Snowflake Dynamic Tables & Snowsight Dashboards



55%
Less Manual Effort; HEDIS & Prior Auth Pipelines Automated on Snowflake



35%
Faster Financial Close; Self-Service FP&A via Snowsight & Power BI Delivered



40%
Infrastructure Cost Reduction; Legacy Jobs Migrated to Snowflake Data Cloud



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Ready to Accelerate Your Payer Data & Analytics Modernization?

Schedule a consultation to discover how Genzeon can unlock domain-driven data and analytics capabilities for your clinical, financial and operational payer leaders – starting with the domains that matter most.