*Infographic*

# Accelerating Your Health Plan's Digital Evolution



## Top Digital Transformation Strategies for Payers

1. Improve data quality
2. Deliver consumer-centric experiences
3. Enable operational efficiency
4. Advance interoperability and data sharing
5. Leverage predictive analytics and AI

## Ways Payers Stay Ahead



**$1T**

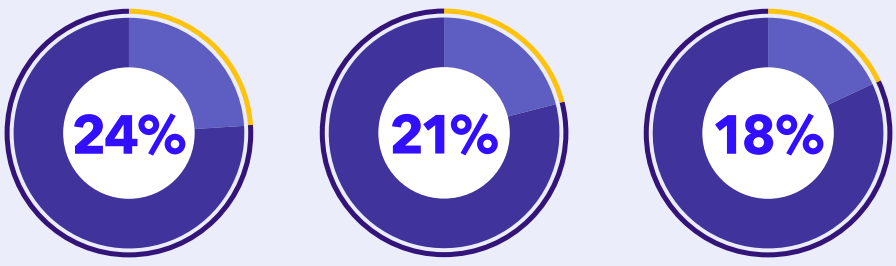
**unrealized potential** in healthcare with genAI[1]



**85%**

of healthcare leaders, including payers, are exploring or **using genAI to accelerate transformation**[2]

## Which Area of Digital Transformation is Your Health Plan's Biggest Priority?[3]




Building/ implementing AI

Data migration and management

Consumer engagement tools

## Three Ways Top Payers Are Approaching AI

- **More accurate** claims review decisions with human oversight
- **Personalized** member engagement
- **Smarter automation** for more efficient, clearer payments







## Ready to Lead the Next Decade?

Download our latest eBook about digital transformation to explore how Zelis can help health plans modernize with confidence.

Read now

[1] Source: McKinsey
[2] Source: 2025 McKinsey survey
[3] Responses based on a webinar poll exclusively for a nationally based health plan.

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