# PROCESS HEATMAP:
# HEALTHCARE PAYER LANDSCAPE

Highest Automation Potential

| Corporate functions | Product & rating | Marketing | Sales | Enrollment | Billing | Provider network | Claims | Medical management | Customer service |
|---|---|---|---|---|---|---|---|---|---|
| Finance | Actuarial analysis | Content management | Quote management | Pre-filling enrollment | Payment collection | Provider payment | Claims intake | Utlization management | Member portal |
| HR | Benefits design | Sales portal | Contract management | Enrollment application | Payment processing | Provider data management | Claims processing | Health & wellness | Service request |
| Training | Pricing | Campaign management | Lead management | ID card issue | EOB | Providing credentialing | Claims adjustment | Policies | Correspond |
| | Risk assessment | Segmentation & training | Channel management | Subsidy calculation | Subsidy processing | Performance management | Claims payment | Case management | Appeal & grievances |
| | Product strategy | Broker management | Account management | Case installation | Delinquency management | Provider contracting | Coordination of benefits | Disease management | Contact center |
| | GTM | Marketing strategy | | Benefit setup | | Network Design | Fraud management | | |
| | | | | Renewal & termination | | | | | |