



# Connected Wellness Solution

Healthcare



The adoption of wearables, connected devices and mobile applications by increasingly health conscious consumers, for tracking their fitness related data, continues to grow rapidly. Digitally savvy end users also expect care givers and insurers to offer personalized tips, reminders and educational content on their medical condition-in a proactive and timely manner. Companies therefore need to create a 'universal wellness' platform that facilitates the aggregation of data from a broad range of wearables and apps. Such a platform should also foster real-time engagement with consumers, and enable organizations to generate actionable insights on the unique behavioral pattern associated with each individual.

Tata Consultancy Service' (TCS') Connected Wellness solution provides a platform consisting of a system of engagement - a mobile app that helps companies actively engage with members or patients, and a scalable 'Internet of Thing' layer that ensures quick integration with multiple wearables and devices. The offering includes a collaboration layer that helps companies motivate consumers through collaboration and healthy competition.

## Overview

As digitally empowered consumers embrace the concept of preventive health care and wellness management, payers and care givers must fundamentally rethink their service delivery mechanisms to take advantage of disruptive digital forces. TCS Digital Reimagination™ can assist health care organizations in aligning their businesses to the needs of patients and providers. Digital Reimagination is the process by which organizations reimagine their business models, products and services, customer segments, channels, business processes and workspaces by leveraging the digital technologies: mobile and pervasive computing, big data and analytics, cloud, social media, and robotics and artificial intelligence (AI).

TCS' Connected Wellness solution offers a single platform for organizations to cater to different types of consumers across the entire delivery cycle-pre care, point of care and post care. The Connected Wellness framework draws upon TCS Digital Reimagination™ thought leadership to unite mobile technologies, social features and big data, analytics behind a comprehensive wellness solution. By developing a new platform for care, TCS Connected Wellness builds a culture of well-being designed to motivate individuals and chronically ill patients to adopt, improve and maintain a healthy lifestyle. Our solution will help individuals with medication adherence, nutrition management patient education and facilitates connectivity with remote health coaches. This translates into cost savings for patients, and resource optimization for care providers.

## Benefits

TCS' Connected Wellness solution delivers the following benefits for insurers, care providers, benefit administrators, and even, employer groups:

Allows organizations to reimagine a new business model using the digital technologies to develop new products and services that will revolutionize the process of care while engaging consumers in a higher level of self-directed wellness.

**Reduced costs:** Bring down costs of care delivery through preventive wellness programs.

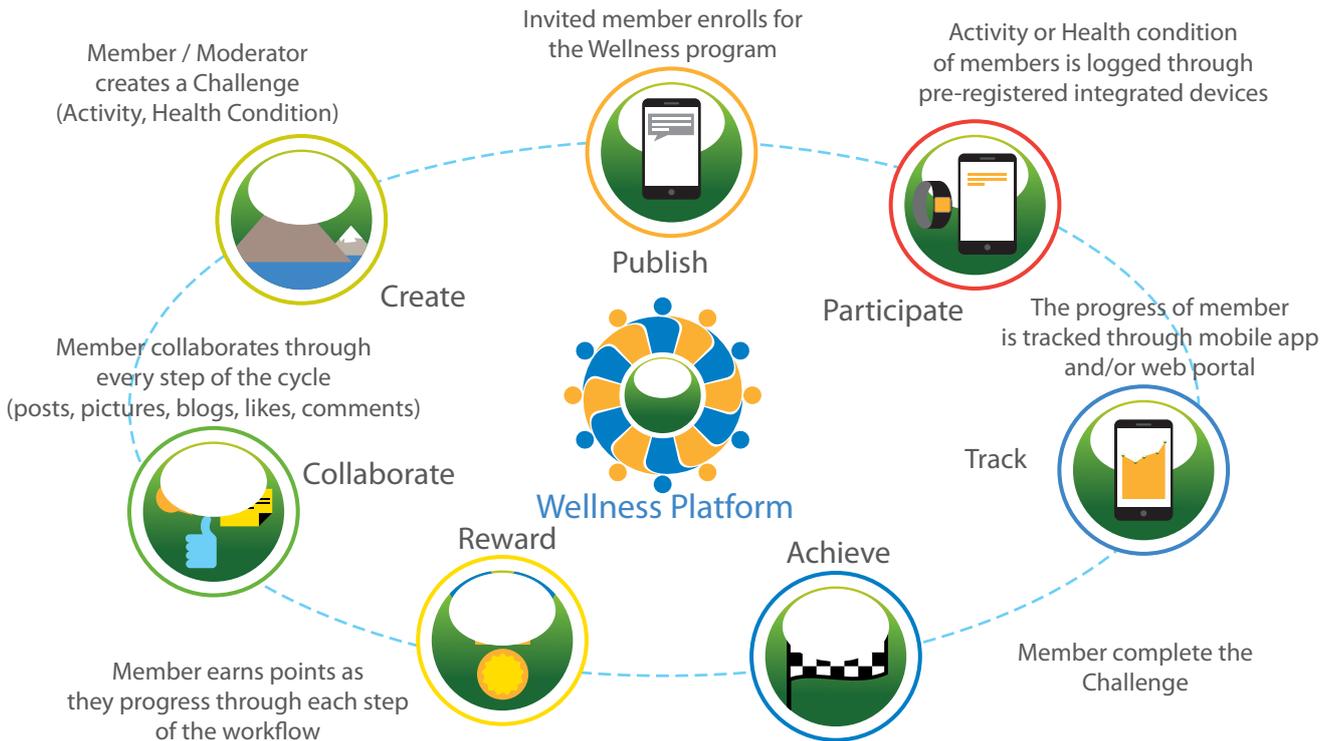
**Improved customer satisfaction:** Increase mind share among consumers by offering better-quality health care and real-time access across multiple channels.

## Our Solution

The solution consists of the following four components:

- **Mobile:** A Consumer-facing front end includes a Web-based portal and a hybrid mobile app, named Health Wallet, that provides multiple features in the form of individual widgets and comes in-built with mobile trackers for running, walking, heart variability, pulse rate, etc.
- **Pervasive computing, big data and analytics:** An Internet of Things layer facilitates ready integration with various popular wearables and market-leading home health devices via built-in adapters; and is equipped to ensure swift integration with any new devices, on demand. Data management is then tied to middleware that contains the relevant business logic to manage notifications, assessments and the administration of health programs.
- **Social media:** A collaboration layer fosters a cooperative wellness culture by leveraging the power of social interactions across various groups and communities.

## An overview of TCS' Connected Wellness Solution



## The TCS Advantage

By partnering with TCS, you can leverage the following advantages:

- **Simplified consumer experience:** Presenting one face of the organization to the consumers through the entire care continuum, instead of disparate apps for various stages.
- **Product/ platform-agnostic:** The TCS Connected Wellness solution ensures integration across multiple wearables and pervasive devices, care providers, mobile apps and data elements.
- **Rapid integration with IT assets:** Our offering contains application programming interfaces (APIs) that facilitate ready integration with your existing enterprise information technology systems for claims, benefits, care coordination, etc. The solution also ensures open API integration into the Internet of Things layer.
- **Guided competitive environment:** With several categories of challenges - Social, Fitness and Wellness, to onboard the consumer through light and fun social challenges, get a buy-in and then gradually move to the core Fitness and Wellness challenges.

**Care personalization:** Harness insights generated from data analytics to configure and administer customized care plans for individuals; craft bespoke health programs for different sets of consumers, based on their distinct needs and condition, e.g. wellness, smoking cessation and maternity care.

**Enhanced brand loyalty:** Drive patient/member loyalty via effective engagement: secure better consumer buy-in to the health-and-wellness program through gamification, rewards, community collaboration and other incentives.

**Reduced time to market:** Achieve business agility with quicker launch of products and services.

## Awards & Recognition

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Visit [TCS' Life Sciences & Healthcare Services page on tcs.com](#)  
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### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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