

Everise Podcast: Innovations in Healthcare Member CX Management

Brian Zimmerman:

Hi, everyone. This is Brian Zimmerman with Becker's Health Care. Thank you so much for tuning into the Becker's Health Care podcast. Today, we're on site at Becker's Healthcare Roundtable. We're going to talk about the future of member experience, engagement, efficiency, and outcomes.

Joining me for today's discussion is Sadie Rizzuto, Vice President at Enterprise Technology Solution Implementation with Humana, and Stuart Langley, Senior Vice President of Client Services with Everise. Sadie and Stuart, thank you so much for being here.

To begin, I'm going to tap on each of you to introduce yourselves and share a few pertinent details about your professional background and your organization. Stuart, why don't you kick things off?

Stuart Langley:

Sure. My name's Stuart Langley. I'm SVP of Client Services at Everise. Everise is a full-service BPO providing contact center, back office, and technology services. We specialize in the healthcare space, working with wonderful clients such as Humana.

Brian Zimmerman:

Excellent. Perfect transition over to Sadie.

Sadie Rizzuto:

Thanks, Brian. I'm Sadie Rizzuto, Vice President for Technology Enablement and Readiness within our Insurance Operations space at Humana. We focus on our Medicare and Medicaid population and how we can improve health outcomes for those members. I lead several product teams, including our enterprise CRM and knowledge management functions, and I also oversee our artificial intelligence program for insurance operations.

Brian Zimmerman:

Excellent. Sadie, let's begin with you on this next question. When we think about

predictive models and deeper member engagement—it's not just about sending more messages, but driving meaningful action. Can you talk about how you're thinking about that at Humana?

Sadie Rizzuto:

One of the key things with our predictive models is understanding how to meet members where they are, when they are there, and how to make those interactions count. It's really about quality over quantity—guiding members toward the right programs based on what we know about them.

A good example is medication adherence, which is one of the key Star Ratings measures. Our data helps us identify social determinants like transportation or financial challenges that may impact adherence. With predictive models, we understand engagement styles and can tailor conversations to drive better outcomes sooner rather than later.

Brian Zimmerman:

Thank you, Sadie. Stuart, what Sadie just shared—how does that align with what you're seeing among Everise's other partners?

Stuart Langley:

Absolutely. Across the different payers we work with, they're at various stages but working toward the same goal—building predictive models to proactively support members. Instead of waiting for calls, they're trying to anticipate needs, which improves staffing efficiency and makes the experience smoother for members.

Claims friction is a top pain point. Automation and AI have helped a lot. For example, allowing members to find and schedule care directly through an app removes unnecessary steps. It's all about reducing stress and making it more intuitive.

Brian Zimmerman:

Such a good point. People are already in high-stress situations during claims. Sadie, can you expand on how Humana leverages automation and AI to improve both member and provider experiences?

Sadie Rizzuto:

Yes. Especially during claim interactions—often difficult moments—we're also

focused on smoothing things out from the provider side. Using intelligent automation to improve accounts receivable processes helps providers support members better.

In 2023, we identified over \$800 million in payment opportunities and over \$1 billion in remittance advice if providers achieved full digital adoption. That's a massive opportunity for payers and providers to collaborate and reduce friction, ultimately benefiting the member.

Brian Zimmerman:

Let's talk about education, particularly around open enrollment. It's a complex moment. Sadie, have you seen tools that simplify member education?

Sadie Rizzuto:

Yes, plan education is something we're always trying to shift earlier in the member journey. Using data from current or previous plans, we tailor outreach to how members prefer to engage—whether inbound, outbound, or digital.

This helps us address gaps earlier and lets members know about benefits they might not even be aware of, like transportation services, sometimes even before the plan becomes effective. The key is proactive, personalized education that resonates.

Brian Zimmerman:

Absolutely. Stuart, what would you add?

Stuart Langley:

In addition to what Sadie shared, we're also building AI-driven outreach tools with our clients. But we also focus on supporting our human advocates—especially during seasonal surges. Predictive intent modeling and better AI-powered knowledge bases help advocates deliver faster, more accurate support, sometimes resolving in one call what used to take several.

Brian Zimmerman:

It's a very exciting space, but also full of hurdles. Stuart, what compliance or regulatory challenges do you see, and how do we navigate them?

Stuart Langley:

One challenge is internal friction—marketing wants to label everything as AI, while tech and compliance teams need to assess risk. AI means different things, so we must be precise.

Some tools truly need regulatory approval; others, with limited AI, don't. Delays happen when we treat all tools the same. We need internal education to better define AI and streamline governance where appropriate.

Brian Zimmerman:

Right—cutting through the noise so teams can move with intention. Sadie, how do you see it?

Sadie Rizzuto:

I agree with Stuart. One of the biggest challenges is internal governance. Technology is evolving faster than ever. Legal, risk, compliance, and tech teams need dynamic partnerships and must look ahead—not just at healthcare, but other industries too.

This helps us proactively engage policymakers and stay focused on real problems, not shiny objects. That's how we get better outcomes.

Brian Zimmerman:

Before we sign off, any final thoughts? Sadie?

Sadie Rizzuto:

Stay focused on the core problem, even if it's not flashy. We talk about being agile and failing fast—you have to live that. If something isn't working, be willing to pivot. AI promises a lot, but you need to make data-driven tweaks along the way to get real outcomes.

Brian Zimmerman:

Stuart?

Stuart Langley:

It's been a fantastic conference. There's so much happening in tech that it's easy to get distracted. But don't over-index on shiny new tools. Pick a few key partners you

trust, take a longer-term view, and stay grounded in strategy. That's how you'll make real progress.

Brian Zimmerman:

Well said. Sadie, Stuart, thank you both for joining the podcast. And thanks to Everise for sponsoring this episode. To hear more, visit beckerspodcast.com.