



**We Will Do This.**



Human Ingenuity Lives Here

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## Your Brand Book.

This book is yours. It's a reflection of everything you've done to help make EXL Health what it is today. It celebrates the culture that promotes innovation, collaboration, excellence, integrity and respect that you all have been integral in creating. Because you emulate these values, EXL Health remains laser-focused on solving our customers' most complex problems. You are the epitome of Human Ingenuity. Yes, this book is about our brand. But our brand doesn't exist without you.

### A Message from Sam Meckey, EVP EXL Health

“ I am excited to provide you, our employees, and our biggest asset, with this brand book designed to guide you to become ambassadors for our brand essence of Human Ingenuity. You are the living embodiment of Human Ingenuity, demonstrated in the innovative approaches and solutions you work so hard to provide our customers each day. EXL Health is what it is today because of your unwavering commitment to doing what's best to support our clients' missions and deliver the best healthcare outcomes.

I charge you all to adopt this phrase: “We Will Do This.” You'll learn more about what this means in the following pages. I hope you find the stories and tenants throughout this book motivational as they are a true reflection of all you have done to make EXL Health a reckoning force in the healthcare industry. This book celebrates you. It celebrates our customers, and it celebrates advancements in healthcare.

” *Sam Meckey*

## We Will Do This Together

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EXL Health leverages Human Ingenuity as the catalyst with which we solve our clients' complex problems. We do that by looking and going deeper, by adapting and adopting quickly, and by combining domain expertise, data, and cutting-edge technology. Together, we can improve healthcare outcomes.



## Human Ingenuity is **Determined**

Being an entrepreneur requires a hefty dose of tenacity and resolve. Our CEO, Rohit Kapoor, personifies both. EXL has continuously evolved to meet the ever-changing needs of the healthcare industry from its very beginnings. Rohit has championed every stage and positioned EXL Health to be a trustworthy partner in our clients' pursuit of healthcare excellence.

### EXL is born 1999

Begins a focus in healthcare with center of operations in India



2011 Opens operations delivery center in Philippines



Acquires Landacorp to extend focus to population health 2012



2014 Establishes bilingual support center in Colombia



Enhances business process management with acquisition of Blue Slate Solutions 2014



2015 Invests in marketing analytics with acquisition of RPM



Deepens investment in data management and analytics with acquisition of Datasource Consulting 2016



2017 Expands to support end-to-end utilization management as well as Medicare/Medicaid programs



Acquires SCIO to drive better outcomes across care management and payment integrity lifecycles with data and domain expertise 2018

Today, EXL Health works to provide innovative solutions across the healthcare industry.

# Human **X** Ingenuity

## Why Human Ingenuity?

We believe in the power of Human Ingenuity – our innate ability to work alongside our clients to create solutions for their most complex problems.

## At EXL Health, we look and go deeper.

We look at the world differently. What others may see as impossible, we welcome as a challenge and won't rest until we find a better way.

### Human Ingenuity enables us to:

- + Be nimble, resourceful, and responsive.
- + Take the long view and invest in lasting customer relationships.
- + Build resilient models and services that enable long-standing sustainability and performance.
- + Serve our customers professionally with empathy and understanding.
- + Orchestrate intelligence, analytics, and complex technologies that generate actionable insights and solutions .

## Our Vision

EXL Health will serve and collaborate with our customers to consistently deliver better experiences and outcomes.

- + Human Ingenuity is the catalyst for everything we do.
- + We relentlessly innovate to help our customers transform their businesses.
- + We are always looking deeper to find a better way.





## We Will Do This.

We is intentional.  
We is about EXL.  
It is about our employees.  
It is about our clients.

Will is different than can. Can means we're capable. Will means we're determined.

Whatever "this" may be, we aren't afraid of the problem "this" presents. We will do whatever it takes to find a solution to whatever "this" keeps our clients up at night.

## Human Ingenuity Welcomes a Challenge

In this spirit, we focus on solving the complex issues for payers, providers, pharmacy benefit managers, and life sciences companies. We combine human ingenuity and cutting-edge technology to deliver real results:

- + Results that curtail fraud, waste, and abuse.
- + Results that appropriately maximize our clients' revenue potential.
- + Results that bring disparate data together to create the foundation for applying analytics to gain insights that lead to actions.
- + Results that close gaps in care.
- + Results that improve provider performance and satisfaction.
- + Results that reduce costs and improve efficiencies by automating processes.
- + Results that get the right therapy to the right patient at the right time.
- + Results that enable operations to continue smoothly, even during crises such as severe weather and pandemics.

## Human Ingenuity, Personified

We go deeper and find a better way because we are:

- ✓ Agile and Nimble
- ✓ Passionate and Tenacious
- ✓ Innovative and Intelligent
- ✓ Adaptive and Willing to Scale
- ✓ Visionaries
- ✓ Ambitious
- ✓ Experts
- ✓ Credible
- ✓ Dedicated to Service

Our customers are an essential part of the equation as well.

We work with businesses and people who have big dreams of their own and trust in us to find a better way.

- + 6 of the top US payers
- + 4 of the top 5 PBMs
- + 150M lives covered
- + 30+ hospital networks and integrated delivery systems
- + 8 of top 15 Pharmaceutical and Life Science companies

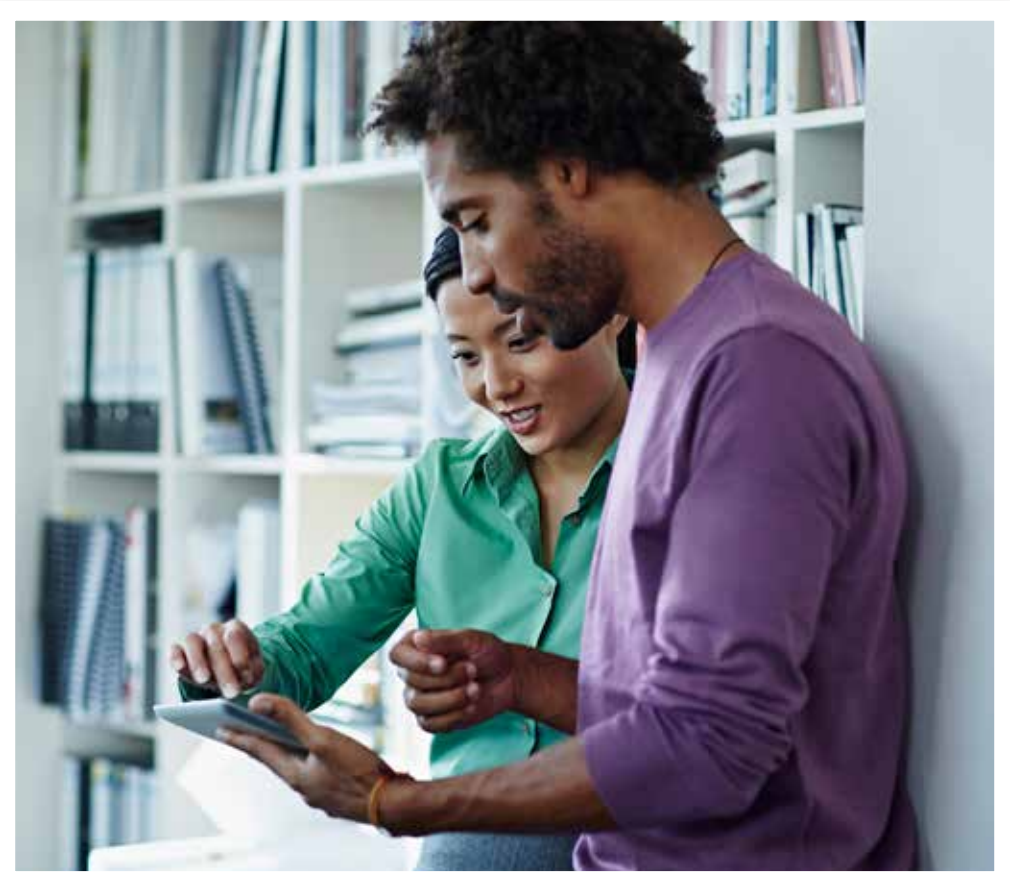
# Human Ingenuity **Knows No Limits**

We work with clients in health organizations who look to us for our digitally-driven inventiveness to improve the cost and quality of care and accelerate their journey from volume to value.



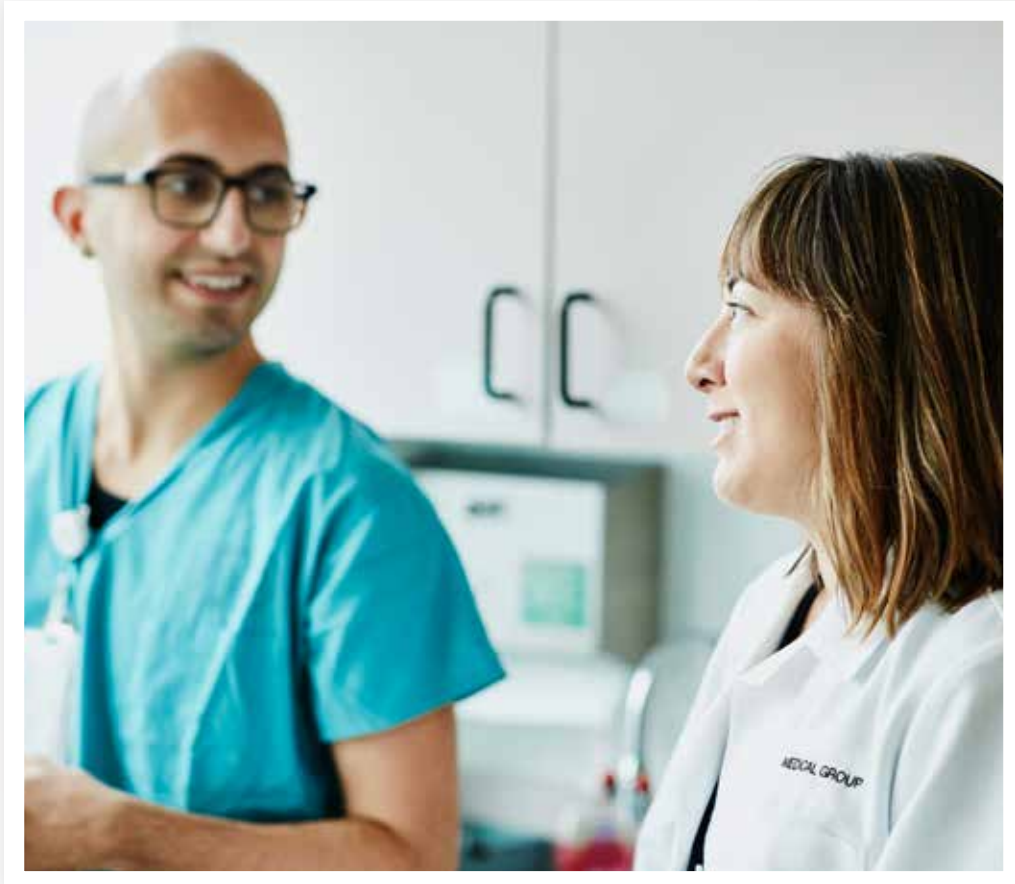
## Payers

We help payers decrease administrative waste, reduce health claim expenditures, optimize revenue, and help improve member care quality, network performance, and population risk.



## Pharmacy Benefit Managers (PBMs)

We help PBMs manage member drug benefits and reduce drug spending without sacrificing quality.



## Providers

We enable provider organizations to proactively manage risk, improve quality outcomes, and optimize network performance.



## Life Sciences

We provide pharmaceutical, biotech and medical device companies with enriched data, data management expertise, and advanced analytics to obtain value-based excellence.

# Human Ingenuity Makes for a Powerful Story

Our story has been unfolding for years, but in many ways is just getting started. That's the beauty of Human Ingenuity, the one constant is change for the better. Human Ingenuity doesn't sit still and is always moving forward. It creates a strong foundation for compelling visual and verbal storytelling.

Consistency is key to instilling our brand into everything we do. It gives us a sense of pride in our work and gives our customers reassurance they're working with a company they can trust. Please use these elements as your guide to ensure our story is always clear and our brand presence is always representative of our core purpose.

**Human Ingenuity** is our brand essence.

**Human Ingenuity Lives Here** is the brand theme for internal brand awareness.

**We Will Do This** is the slogan used to demonstrate how Human Ingenuity drives us.

## Here's how we tell our story:

### + EXL Health vision

EXL Health will serve and collaborate with our customers to consistently deliver better experiences and outcomes.

### + EXL Health value proposition

EXL Health solves the complex problems of our clients by leveraging Human Ingenuity as the catalyst that brings together domain expertise, digital intelligence, and nimble, scalable insights to generate transformative healthcare experiences and insights.

### + A brief overview

EXL Health combines unmatched healthcare domain expertise with data-driven insights and technology-enabled services to transform how care is delivered, managed, and paid. Leveraging Human Ingenuity, we collaborate with our clients to solve complex problems and enhance their performance with nimble, scalable solutions. Covering more than 150 million lives, EXLHealth partners with healthcare organizations across the healthcare ecosystem including payers, providers, pharmacy benefit managers, and life sciences organizations.

### + Tone of voice

Our tone of voice is approachable and professional – not too formal and not too casual.

# Human Ingenuity in Action

The following stories demonstrate the spirit of Human Ingenuity at EXL Health.

**NAME:** Steve Carr

**TITLE:** Performance Architect

**TENURE:** 4 Years with EXL

**PROJECT:** Data Mart Integration



*Steve Carr*

“At first I wasn't sure my idea would work. Could we really find new claims that our original process didn't catch? Driven by wanting to help our client, the team and I dug in and were able to identify more overpayments than we initially thought.”

Identified \$1.5 Million in overpayments for one client – and that's just the beginning.

Rolling out a big data platform for a client is a major undertaking. When Steve Carr was brought in to help the data mining team, he took the initiative to look at an already complex project in a different way.

Could data marts help identify claims that fall outside typical parameters? Can they be flagged as outliers and reviewed as exceptions to help identify inaccuracies and errors?

Within one month, Steve worked with the team to build the data mart that identified claim overpayments and contributed to potential revenue uptick of \$230K for the customer. What's more, this model is being used to automate and generate data marts for other clients. His ability to look at solving the problem in a new way has led to an entirely new business process that can benefit all of our healthcare clients.

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**NAME:** Vikram Pragadeesh

**TITLE:** Lead Data Scientist

**TENURE:** 2+ Years with EXL

**PROJECT:** Novartis Multiple Sclerosis Patient Analytics



*Vikram Pragadeesh*

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Vikram was instrumental in deploying several statistical regression/machine learning algorithms that help identify the attributes of patients who were dropping off of Novartis' Multiple Sclerosis treatment vs. those patients staying on treatment.

As part of the approach, Vikram created multiple decision tree diagrams which visually displayed what patient attributes were correlated to staying on therapy. This enabled the client to understand the complex nature of the underlying analysis in an easy to understand design.

“ Multiple Sclerosis is a scary disease, and our client wasn't sure why some patients stopped using their therapy. It's rewarding to be able to deliver a solution that can help not only our client, but potentially patients living with a chronic disease. ”

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**NAME:** Emma Li

**TITLE:** Data Analyst

**TENURE:** 4 Years with EXL

**PROJECT:** Patient Journey Analysis



*Emma Li*

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Emma created a new custom algorithm to identify a patient's treatment journey over time, using medical and pharmacy claims data. The beauty of this algorithm is that it has since been applied to improve multiple projects.

Emma's work enables EXL Health to segment patients by their line of therapy and treatment regimen, thereby providing a deeper level of insights, including clinical and demographic attributes of patients on their journey.

“ I love the fact that I can use my data skills to help our clients and ultimately improve healthcare. At EXL Health, I feel empowered to always look for new ways to help our clients. ”

# Worth a Thousand Words (Visuals)

Our visual system supports our verbal story and helps us forge a unique brand identity in the market. We have developed a photo library to emulate our brand attributes and reflect our people, our customers, and our Ingenuity.

## Ingenuity in Action

Photos are demonstrative of deep thought and inventiveness. The subject of our imagery provides a glimpse into how ingenuity works. Our library is a visual representation of collaboration as it happens, the deep thought that drives creativity, and real moments when brilliance strikes.

## Human = Genuine

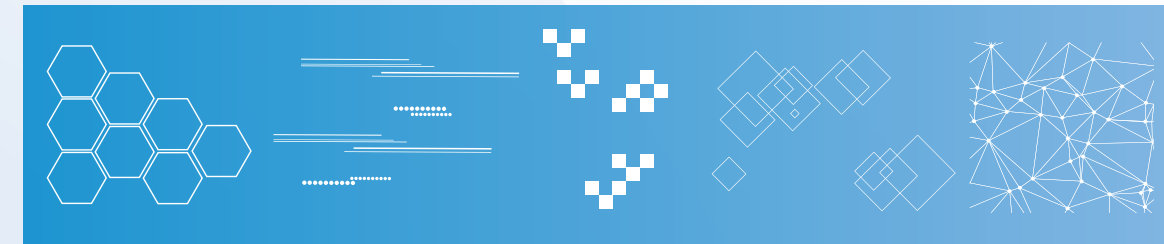
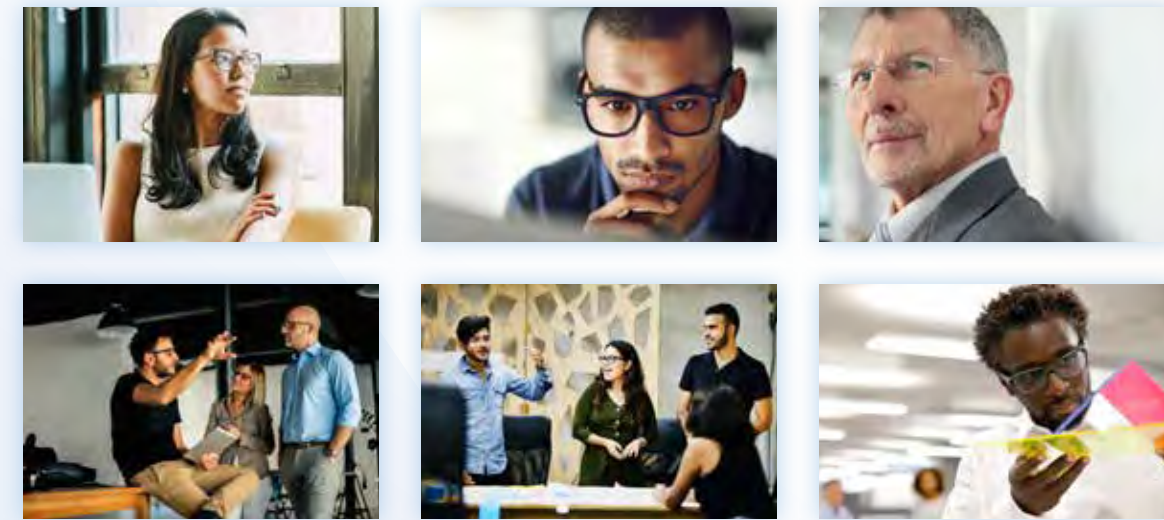
Authenticity is a key component of our visual system. We want to capture the real human condition, not one manufactured or forced. Our photography should be a study in human character and should add to our verbal story, not distract.

## Technology at Our Core

We seek to communicate that we are forward-thinking and always innovating. Our system incorporates a series of textures to visually cue our commitment to technological advancements.

Textures are used to add further dimensions to photos and live in solid areas of photos. They represent technology and the marriage between humans and ingenuity. Subtle usage and blending within photos create the most visual impact.

## The X Factor



## Our Brand in Action

The combination of verbal and visual storytelling creates a unique EXL Health brand.



## Branding Resources

Access resources that help bring the brand to life:

| [Brand Guidelines](#) | [Templates](#) | [Graphics](#) | [Images](#) |

# Human Ingenuity Forges New Paths

**Healthcare needs EXL Health.** It is an industry driven by creating better patient and financial outcomes in an environment that presents new daily challenges. We know our ability to combine digital and data technologies with our domain expertise gives each client a creative solution, and clears the way for them to make advancements beyond their expectations.

- + We will help our clients eliminate wasteful healthcare spending.
- + We will support their transition from fee-for-service to a truly value-based system.
- + We will inject business intelligence into their daily operations to maximize efficiency in every way possible.

# Human Ingenuity is Your Rallying Cry

We are just getting started. As an EXL Health employee, we challenge you to foster your own spirit of problem-solving and creativity. Approach every customer's unique situation with a fresh perspective informed by your prior experiences. Never stop dreaming and never approach an issue with the idea that you can do this, but rather that

**We Will Do This.**





### Domain Expertise

- Client-first approach
- Clinical and non-clinical services to deliver flexible offerings
- EXL Healthcare Academy
- Training and professional development
- Healthcare Analytics Center of Excellence
- Enterprise data management and innovation solving real-world problems



### Select Industry Recognition



Leader "Clinical and Care Management BPS Services PEAK Matrix" – 2019"

Leader "Healthcare Analytics Services PEAK Matrix" – 2019"

Major Contender Automation Solutions PEAK Matrix" – 2019"



Top Ranking: Payer Quality and Risk Analytics – 2018



Leader: "IDC MarketScape: U.S. Healthcare Clinical & Financial Analytics BPO" – 2017



NelsonHall NEAT Business Process Transformation through RPA & AI – Healthcare Capability – 2018



### Accreditations & Compliance

Some of our top accreditations include:



Out of 16 companies, including Accenture, Cognizant, and IBM, EXL is the only one to receive Gartner's Customer Choice Distinction for Data and Analytics Providers in 2020. This award is based solely on customer feedback, and is proof that together with our customers...

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