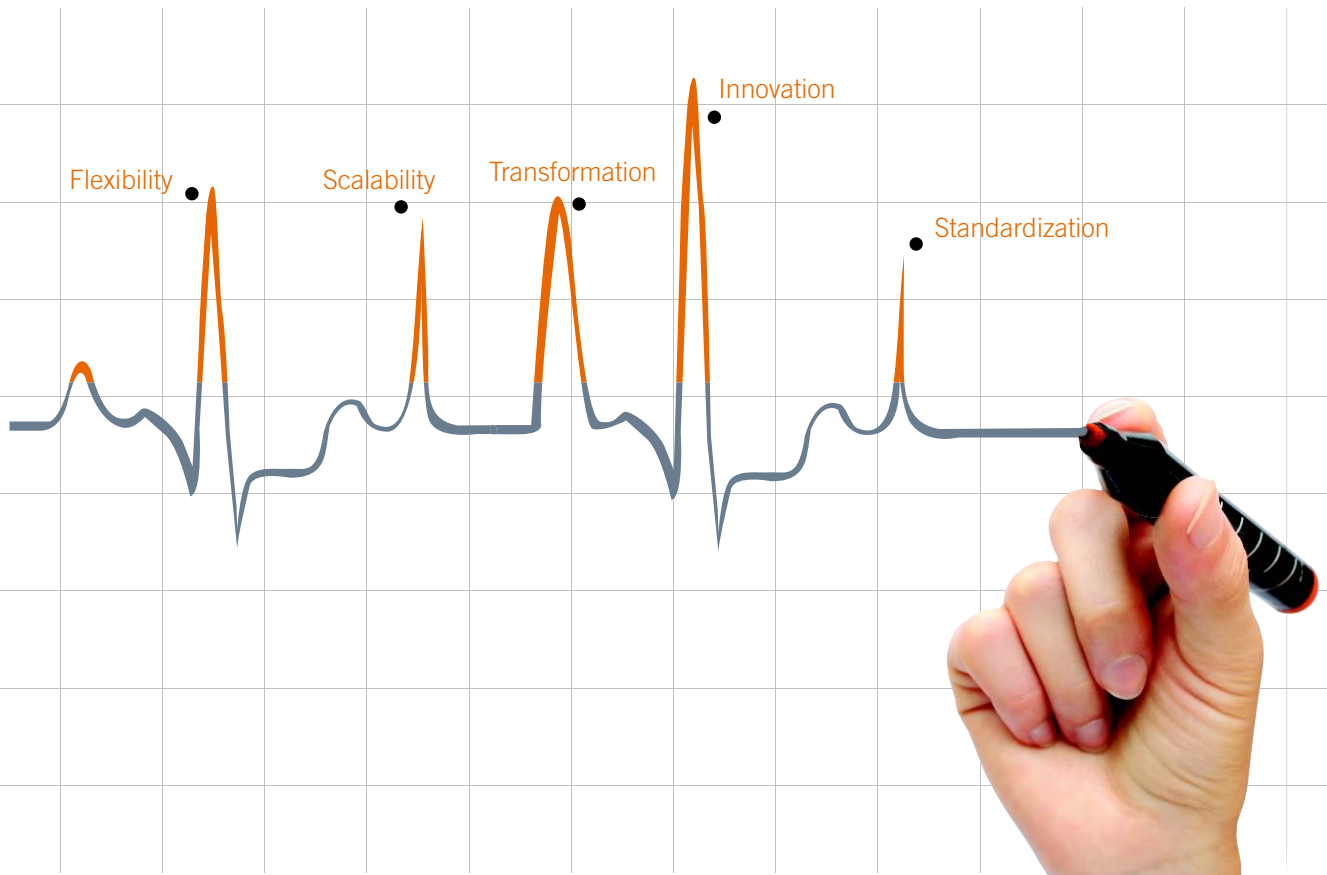


For an Industry Where Only the **Outcome Matters**



Outcome-based Healthcare Solutions from WNS



Extending Your Enterprise

About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading global Business Process Management (BPM) company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including Banking and Financial Services, Healthcare, Insurance, Manufacturing, Media and Entertainment, Professional Services, Retail & Consumer Packaged Goods, Telecom and Diversified Businesses, Shipping and Logistics,

Travel and Leisure and Utilities. WNS delivers an entire spectrum of business process management services such as customer care, finance and accounting, human resource solutions, research and analytics, technology solutions, and industry-specific back-office and front-office processes. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US.

WNS is a Well-established Global BPM Leader

History: British Airways captive, spun-off into a third-party

Net Revenue*: \$436.1 Million in FY 2012-13 (Revenue Less Repair Payments - Non-GAAP)

Employees: 26,000+ serving 200+ clients

NYSE traded (Symbol: WNS) since July 2006. First Indian pure-play BPM to be listed on NYSE

Operational footprint: China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US

32 delivery centers around the world

600+ business processes from simple transactions to complex analytics



PCI-DSS PCI-DSS 1.1

First Indian BPO to be listed on NYSE

Rated amongst the Top-2 Indian BPO providers for five consecutive years by NASSCOM

The first BPO provider to form a strategic relationship with The Chartered Institute of Management Accounting

WNS – Aviva Relationship, Best New Outsource Award

The first BPO provider in India to achieve compliance with the Payment Cards Industry Data Security Standard (PCI-DSS 1.1)

WNS Has a Reputation for Complex Multi-process Delivery

WNS Healthcare Offerings

Founded in 2003 with the acquisition of Greensnow Inc., the healthcare unit has grown to over 5,000 employees globally, and provides services across the entire healthcare value chain. WNS's solutions for healthcare span payers, providers, health plans, brokers, administrators, Durable Medical Equipment manufacturers (DME) and pharmaceutical companies.

Our Differentiators:

Domain Expertise: The core focus for healthcare solutions is on sustainable growth strategies. Our offerings combine industry best practices, and proprietary tools and methodologies to improve customer satisfaction, reduce operational costs and streamline business processes. We achieve our objectives through continuous improvements and technology optimization. Our solutions are adaptable to the ever-changing regulatory landscape, including healthcare reforms. WNS is engaged in services, including clinical research, medical chart abstraction, claims fraud detection / investigation, claims and collection analytics through our existing client partnerships. WNS healthcare support applications

(workflow, middleware and image conversion) have brought dramatic productivity and accuracy improvement in client administrative functions such as claims data capture and coding audit.

Partnership Approach: We have the ability to adapt and align with your ways of working and implement change at your pace. We are 'big enough to deliver' and 'small enough to respond'. Our flexibility extends to offering various pricing and engagement model. WNS's approach is rightly expressed in its tagline, 'Extending Your Enterprise'.

Global Delivery Model: We deliver over 600 processes across 160 countries, including complex processes like treasury and IFRS compliance. WNS has a reputation for complex multi-process delivery. We add value with the right combination of onsite and offshore delivery locations.

We enable you to outperform competition with our transformational approach closely aligned with improving business outcomes.

WNS Healthcare Services: A Snapshot



Nearly 1,700 associates across multiple locations in India and the Philippines

Processing over 20 million transactions every year

AAPC certified coders, doctors, nurses and healthcare experts

Proprietary knowledge management and workflow tools built for core middle-/ back-office processes for payers and providers

ISO 9001 since 1999, HIPAA compliant, SAS 70 type II

Healthcare Industry-focused Solutions

Payers and Third-party Administrators	Pharmaceutical and Consumer Health	Providers
<ul style="list-style-type: none"> ▪ Front-end Processing ▪ Claims Adjudication ▪ Exception Management ▪ Care Management Support ▪ Bill Review & Re-pricing 	<ul style="list-style-type: none"> ▪ Competitive Intelligence ▪ Pipeline Analysis ▪ Product Profiling ▪ KPI Reporting ▪ Epidemiology Analysis ▪ Market Opportunity Assessment ▪ Social Media Analysis 	<ul style="list-style-type: none"> ▪ Medical Billing & Collection ▪ Medical Coding ▪ Research & Administrative Support

Enterprise Shared Services

Finance and Accounting	Research and Analytics	Procurement (Analytics)	Technology	Customer Care	Legal Services
Procure-to-Pay	Market & Business Research	Spend Data Analysis	Application Development & Hosting	Customer Service	Corporate Legal Support
Order-to-Cash	Demand Forecasting	Market Intelligence	Application Maintenance	Customer Complaint Resolution	Law Firm Back-office
Supply Chain Finance	Customer Lifecycle Analytics	Supplier Management & Analysis	Workflow & Middleware Solutions	Sales (Cross-sell / Up-sell)	Property Law
Record-to-Report	Customer Risk Scoring	Sourcing Support	Business Process Re-engineering	Loyalty Program Management	Personal Injury Claims
Corporate Functions	Loss Management Modeling		Business Intelligence & Enterprise Information Management	B2B and B2C Collection	
Industry-specific Accounting	Measurement and Reporting			HR Support	
				Computer-aided Telephonic Interviews (CATI)	
				Technical Help Desk	
				Specialty Help Desk	
				Customer Care Analytics	

Payer Offerings

WNS offers a host of services to payers, including insurers, health plan providers, brokers and administrators.

WNS Payer Offerings:

- Mail room operations and data conversion
- Account maintenance
- Member / provider services
- Claims administration
- Value-added services: Network services, research and analytics, actuarial support and shared services

Key Highlights

Partnership with MaxIT – ICD 10 & 5010, business consulting and implementation, application development and maintenance

Experienced in end-to-end BPO service offerings in managed care plans, (HMO, PPO, POS), Indemnity, Medicare Advantage, Part D, Supplement, SNPs and self-funded plans

ITES application, OCR capability and EDI generation with NPI standards

Processing over 420 Million transactions per annum

Handling 23 Million calls per annum

Services across the entire health payer value chain supporting Payers, Health Plans, Brokers and Administrators

Mail Room Operations & Data Conversion	Account Maintenance	Member / Provider Services	Claims Administration	Value-added Services
Mail Room (Open-sort-prep)	Underwriting Support	Claims / Bill Coverage	Claim Receipt and Data Capture	Network Services
Document Scanning	Plan Loading, Setup & Maintenance	Billing Queries	EDI / ANSI X12 837 Generation and 835	Provider Updates & Data Verification
Document Management Using Search and Retrieval	Enrollment Data Entry	Benefits	Adjudication – Pre and Claim Adjudication	Provider Data Research, Contract and Correction Services
Data Capture	New Account Setup	Cash Accumulation	Claim Re-pricing	Network Analyst Support
Forms Processing	Maintenance of Member Records	Change in Address	Coordination of Benefits	Research & Analytics
Indexing and Categorization	Creation of Customer Profile	Termination of Service	Rx Claim Adjudication	Claims Fraud Detection & Investigation Services
Data Conversion	Billing and Account Reconciliation	Claim Status Calls	Claims Rework and Post Payment Audit	Overpayment Reduction
Fulfillment Support	Dependent Eligibility Verification Audit	Member / Eligibility and Benefit Calls	Error Correction	Payment Accuracy
		Provider Support	Dispute Resolution	Pharmacy: PBM Support Services
		Premium Collection	Grievances and Appeals	Drug Utilization, Case Management and Analytic Services
		Provider Credentialing and Enrollment	Care / Case Management	Actuarial Support
			Utilization Management	Pricing, Reserving and Reporting
			Case Management	Actuarial Analytics
			Disease Management Support	Shared Services
				Financial and Accounting
				Contact Center

Provider Offerings

Key Highlights

WNS has a wide array of healthcare offerings that cater to the needs of healthcare providers that include Physician Groups, Hospital Systems, Academic Medical Centers, DMEs and those providing hospital supplies.

WNS Provider Offerings:

- Mail room operations and data conversion
- Pre-services
- Charge preparation
- Accounts receivable management
- Practice and care management

Partnership with MaxIT – HIS / EMR implementation and upgrades, CPOE and clinical workflow implementation, ICD 10 & 5010 consulting and implementation

Managing end-to-end, complex and critical processes; expertise in all specialties and insurance – federal and non-federal claims

Proprietary ITES application, OCR capability and EDI generation with NPI standards

Resources with AAPC certified coders, doctors, nurses and healthcare experts

Processing over 20 Million transactions a year

Managing revenue over US\$ 5 Billion per annum

Shared services include: Contact center operations, finance and accounting, research and analytics services

Our offerings cut across the entire Physician Groups / Hospitals / DME & Supplies

Mail Room Operations & Data Conversion	Pre-Services	Charge Preparation	Account Receivable Management	Practice & Care Management
Mail Room (Open-sort-prep)	Order Management	Coding (ICD, CPT, HCPCS)	Payment Follow-up	Medical and Chart Review and Summarization / Abstraction
Document Scanning	Patient	Insurance Verification	Collections	Risk Management
Document Management Using Search and Retrieval	Supplies	Update Provider Information	Denial Management	Contract Review and Monitoring
Data Capture	Providers	Bill Correction	Appeals	Physician Referral Tracking
Forms Processing	Field Sales Support	Charge Entry	Payment Posting	Customer Queries Management
Indexing and Categorization	Inventory Management	Bill Submissions	Month-end Reporting	Clinical Research Support
Data Conversion	Patient / Provider Registration	Month-end Reporting	Aging Analysis	Care Management
Paper to EDI 837 & 835	Pre-verification Checks			
Fulfillment Support	Pre-auth / Pre-cert			
	Medical Transcription			

Pharmaceuticals, Life Sciences and DME Manufacturers

Pharmaceutical, biotechnology companies and DME manufacturers are faced with rapid change. Evolving disease trends, social networking among patients and regulatory changes add to the tremendous cost pressures on these industries.

WNS partners with companies in these industries to apply a combination of time-tested strategies and next-generation solutions to optimize how they work across the value chain.

Pharmaceuticals & Life Sciences

KPO Analytics
Physician Profiling
Utilization Management
Risk and Portfolio Management

DME Manufacturers

Order Management
Billing and Submission
Fulfillment Support
Collections
Patient Services
Collection Analytics



With WNS, companies in these industries, can:

Boost research and development: Bring more innovative products to market faster at lower cost

Improve clinical outcomes: Generate productivity, quality and other operational efficiencies across the drug-development process through our virtualized, global processes

Increase throughput: Boost revenue from your existing product pipeline

Optimize the supply chain: Rationalize vendors, increase visibility and conserve capital

Unlock value from global data assets: Harmonize operations with standardized processes and procedures

Pharmaceuticals and Consumer Health

The global pharmaceutical industry is witnessing steady growth in recent years, despite a global economic downturn. With the challenges such as patent expiries, stricter regulations, and U.S. healthcare reforms, the pharmaceutical industry is increasingly under pressure to maintain its steady revenue flow.

With large number of patent expiries in the coming years, many pharmaceutical companies are restructuring to re-

establish their industry dominance. They are reinventing themselves through mergers and acquisitions, or are signing licensing deals in order to sustain competition.

WNS provides a wide array of business solutions which helps various stakeholders across pharmaceutical functions.

WNS solutions for Pharmaceutical Companies

WNS works with pharmaceutical companies to successfully transform their commercial models by blending data and information through analytics in the quickest time possible. WNS helps optimize business

processes — from data integration and master data management to advanced analytics and strategic business decision making.

R&D	Research and Analytics	Sales	Strategy
CI News Letters	Brand Trackers	Benchmarking Analysis	Balance Scorecard
Conference Coverage	Company Profiles	Call Planning	Cost Benefit Analysis
Epidemiology Analysis	Scientific Intelligence	Incentive Compensation	Feasibility Analysis
Literature Search/Review	Competitive Landscape Analysis	KPI Reporting	Key Driver Analysis
Medical Education – Learning Management Modules	Inline Product profiling	Sales Force Size and Structure	Pricing Analysis
Medical Information Management	Market Assessment	Sampling Optimization	Spend Analysis
Pipeline Analysis	Market Mix Modeling	Territory Alignment	ROI Analysis
Pipeline Product profiling	Promotional / DTC Analysis		
Prior Art Search	Revenue Forecasting		
Safety Data Analysis	Segmentation and Targeting (Patient and Physician)		
Situation Analysis	Social Media Analytics		
Therapy Area Analysis	Thought Leader Analysis		
Treatment Algorithm			
Unmet Need Analysis			

WNS solutions for **Consumer Health companies**

WNS partners with consumer health divisions of pharmaceutical companies and pure-play consumer health companies to help in improving their competitiveness with an array of research and analytics solutions.

New Product Development	Marketing	Sales	Strategy
Literature Search/Review	Competitive Intelligence Product Profiling	KPI Reporting	Situation Analysis
Epidemiology Analysis	Company Profiles	Channel Analysis	Pricing Analysis
Technology Assessment	Competitive Landscape Analysis	Benchmarking Analysis	Spend Analysis
Product Claims Assessment	Brand Trackers		Key Driver analysis
Rx-to-OTC Switch Assessment	Segmentation and Targeting		Rx-to-OTC Switch Forecasting
	Consumer Behaviour Analysis		White Space Identification
	Advertising Analysis		
	Market Mix Modeling		
	Campaign Management		



Case Study



Transforming revenue cycle operations for a top specialty home medical equipment supplier **increasing collections, accelerating cash flow, improving customer service while lowering costs**

Client Profile:

A global leader in specialty home medical equipment with a sales force that services thousands of medical practitioners and patients.

Products include:

- A High-end medical devices that require verification of insurance benefits and pre-authorization for the submission of complex medical claims
- B Specialty medical devices involving high volume of claims. Service centers onshore and offshore work jointly with patients, physicians and client sales force to ensure seamless delivery of services.

The Challenges:

To grow profitably, the client wanted to improve cash flows by optimizing its revenue cycle. The client selected WNS after a rigorous evaluation process. The key factors for selecting WNS were: Domain expertise and experience in the healthcare sector, superior analytical capabilities and commitment to excellence. The processes offshored to WNS include:

- Sales order processing and support
- Healthcare billing and collection from insurance carriers and patients

The WNS Solution

- Risk-based rewards and penalties to align the WNS team with client outcomes
- Continuity of bridge teams and functions
- Ability to continue with existing systems and develop bolt-on tools
- Augmentation of capacity to handle certain areas of business that provided opportunity for incremental collections
- Specific analytics to allow teams to prioritize claims with a greater likelihood of being paid. Creation of comprehensive review systems to facilitate better coordination and focus among teams
- Systems for monitoring and improving process quality and capabilities
- Implementation of governance-based solutions to manage the client's internal stakeholder support and communication as well as oversight of plan implementation

Benefits Delivered by the WNS Team

Increased Collections

- WNS committed to a specific collections increase
- WNS established an analytics-driven collections strategy
- Process re-engineering, technology enhancement and modified work plans helped increase collections by four percent

Reduced Costs

- WNS reduces total operations costs by 25 percent

Improved Velocity and Visibility

- WNS improved the order-to-bill process and developed modifications with enhanced collection velocity using Six Sigma tools and IT enhancements.
- Overall accounts receivable days reduced by 15 percent
- WNS dashboards created significant visibility into detailed lead indicators and drivers. They also improved management controls and decision-making

Retention of Key Resources

- The client was able to retain a high percentage of its management staff, post the outsourcing relationship with WNS

WNS Healthcare - Performance Metrics

- Exclusive development and implementation through strategic partnership with MaxIT Healthcare for solutions to process-related 5010 / ICD-10 compliance conversions, data capturing, cleansing and benefits from regulatory changes
- Process over 420 Million transactions a year in insurance and healthcare
- Handle 23 Million calls a year in eight languages
- Answer 90 percent of all calls in 20 seconds with less than one percent abandonment rate
- Over 50 percent improvement in claim recovery days of less than US\$ 200 Million in subrogation recovery
- Average monthly collections and reduction of 40-50 percent in stakeholder complaints using Six Sigma techniques
- Process over 160,000 bills with same business day turnaround and over 98 percent accuracy
- Customer feedback scores on healthcare members support calls at more than 4.5 (on a scale of 5)
- US\$ 175 Million in reduced cost for end-to-end revenue management for provider services
- Support over 19 hospitals to reduce compliance risk and apply institutional policy
- Handled 25 percent volume spikes in charge entry and payment posting volumes
- Achieved health claims adjudication accuracy rate of 99.5 percent
- Handle 6 Million claims per annum for rule-based, client-specific data processing



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To learn more, please write to us at, marketing@wns.com or visit wns.com