Application: 6753

# Gokulkumar Selvanathan: Cloud Contact Center Transformation with $10M Savings

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**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

CenterWell & Conviva

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**Additional Contacts**

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**Page: Entry Information**

**Entry Title**

Gokulkumar Selvanathan: Cloud Contact Center Transformation with $10M Savings

**Category**

I04. Technology Breakthrough of the Year - Communication Technology

**Technology Breakthrough of the Year Submission Format**

Written Answers

## a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required

CenterWell & Conviva are healthcare subsidiaries of Humana that focus on delivering value-based, patient-centered care models. These organizations have pioneered innovative healthcare delivery systems that integrate technology with personalized medical services. With over 200 primary care centers nationwide and serving more than 300,000 Medicare Advantage patients, they've demonstrated significant growth in the senior-focused healthcare market. Their technology-driven approach has resulted in 26% reduction in hospital admissions and 15% decrease in emergency room visits for their patient population. As critical components of Humana's healthcare ecosystem, these subsidiaries have implemented advanced contact center solutions, AI-powered patient engagement platforms, and seamless CRM integrations that revolutionized patient communication channels. Their implementation of Genesys Cloud architecture with voice bot integration has transformed their customer experience capabilities, processing over 50,000 patient interactions daily with 98.5% uptime. Through strategic technology deployment, they've achieved a 22% improvement in patient satisfaction scores and reduced call handling times by 35%, while simultaneously expanding their virtual care offerings to reach underserved populations. Their innovative telemedicine infrastructure has enabled remote monitoring for chronic conditions, resulting in improved medication adherence rates of 40% and establishing new benchmarks for technology-enabled healthcare delivery excellence.

## b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

The nominated technology breakthrough involves consolidating hundreds of separate, outdated phone systems across healthcare clinics into a single, modern cloud-based platform using Genesys Cloud technology.

Previously, CenterWell and Conviva (Humana subsidiaries) operated 300+ clinic locations using fragmented legacy systems that were expensive to maintain and difficult to manage. Each clinic essentially had its own phone system, creating operational complexity and high costs.

The breakthrough solution created one unified contact center platform that connects all clinics seamlessly. This is similar to replacing hundreds of individual landline systems with a single, intelligent cloud-based phone network that can route calls intelligently based on patient needs, clinic availability, and location.

Key innovations include:

$10 million in total cost savings by eliminating outdated hardware and infrastructure
Emergency call routing accuracy through RedSky integration, ensuring 911 calls reach the correct local emergency services rather than corporate headquarters
Automated deployment systems that reduce human error and speed up system updates
Real-time business management tools allowing non-technical staff to update clinic information instantly

The platform now handles millions of healthcare calls annually, supporting appointment scheduling, patient support, and emergency services across the entire network. This transformation demonstrates how modern cloud technology can consolidate complex healthcare operations while improving patient safety, reducing costs, and enabling rapid business growth through acquisitions.

## c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required

This tech leader successfully led the consolidation of multi-vendor IVR systems into a unified Genesys Cloud platform for CenterWell and Conviva, Humana subsidiaries. The transformation supported over 300 clinic locations across the U.S., moving from distributed legacy Cisco UCC infrastructure to a modern cloud solution with enhanced scalability and operational flexibility.

The project achieved remarkable cost efficiencies, saving approximately $9 million through server decommissioning and data center reductions, plus $1 million in ongoing infrastructure costs. Additional savings of $300K annually were realized by replacing vendor-managed routing with internal tools.

Technical Innovations:

Implemented critical 911 emergency call routing integration with RedSky to ensure location-specific emergency response
Designed and deployed CI/CD automation pipelines for error-free configuration deployment
Built centralized management UI for business teams to control clinic metadata
Developed tools to track and improve First Call Resolution (FCR) rates
Integrated Invoca marketing platform to optimize customer acquisition

Conclusion: This transformation project demonstrates exceptional technical leadership in modernizing healthcare operations through cloud migration. The leader's ability to address compliance requirements while delivering significant cost savings stands out in the industry. The resulting platform supports Humana's recognition as #1 Among Health Insurers for Customer Experience (Forrester), showing how technical innovation directly enables business excellence and patient satisfaction in healthcare delivery.

## d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Gokulkumar Selvanathan led a transformative technology breakthrough by consolidating fragmented legacy IVR systems into a unified, cloud-based Genesys platform serving 300+ healthcare clinics nationwide for CenterWell and Conviva. This innovation directly contributed to Humana's achievement as the #1 ranked health insurer for customer experience in Forrester's 2024 CX Index survey—an accolade maintained for four consecutive years.

The breakthrough solved a critical compliance challenge by integrating RedSky's E911 solution, ensuring precise emergency call routing based on physical clinic locations rather than defaulting to corporate headquarters—a vital safety enhancement for a network serving 295,000 seniors.

Selvanathan's innovation delivered $9 million in infrastructure savings by decommissioning legacy Cisco UCC systems and an additional $1 million in data center cost reductions. His CI/CD automation pipeline revolutionized deployment efficiency, while his custom business UI eliminated $300,000 annually in vendor billing costs by enabling internal routing configuration management.

The technology platform now powers Humana's expanding CenterWell and Conviva operations, which according to February 2025 reports are adding 20-30 new centers annually. Dr. Sanjay Shetty, president of Humana's CenterWell segment, confirmed this infrastructure enables their "holistic and personalized senior care model" across eleven states.

This breakthrough exemplifies what Forrester's research validates: customer-obsessed technology innovations "grow revenue, profit, and customer loyalty faster than competitors." Selvanathan's solution has become the technological foundation for delivering what Humana Enterprise Growth President David Dintenfass calls "a differentiated customer experience" with measurable impact on healthcare delivery and business performance.

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