



Group Medicare Insights: Competitive landscape

How Humana's partnerships bring value to all stakeholders



Humana is a leader when it comes to pursuing partnerships that deliver value to members, clients and providers. These partnerships have led to new innovations and initiatives that enhance the member experience while helping physicians make more informed care decisions.

1. Humana + Epic IntelligentRx collaboration

Humana is the first national carrier to collaborate with electronic health record (EHR) software company Epic, leading to the adoption of technologies that enhance patient, provider and payer access to information needed by each group.

An example of this partnership's advantage is the integration of IntelligentRx, Humana's real-time benefits check tool, directly into Epic's e-prescribing workflow. The delivery of real-time pharmacy data allows providers to make better-informed decisions for patients at the point of care.

2. Humana + Epic MyChart integration

Humana is the first carrier to make health plan information directly accessible to Medicare Advantage members in Epic's MyChart patient portal. This allows members to manage both their clinical care and insurance details in one place, bridging the gap between care management and health plan administration. Members benefit from this because they no longer need to navigate multiple platforms or deal with paper documents to access their medical records and insurance information.

3. Humana + Veda partnership

A partnership between Humana and Veda, a health tech company, helps seniors access high-quality healthcare by giving them information about in-network providers.

Humana members can access provider details—including accurate contact information and the panel status of in-network providers—to make informed decisions.

4. Humana + Providence interoperability initiative

Humana recently partnered with Providence health system, launching a new interoperability initiative that streamlines data exchange between payers and providers. This initiative allows providers to easily access critical patient data, providing actionable insights that will help them deliver more effective care. It also improves care coordination, leading to less administrative burden for providers and members by eliminating manual processes.

Physicians who use IntelligentRx are presented with alternatives that lead them to make more cost-effective treatment decisions about 40% of the time.¹



1. Bill Siwicki, "Epic and Humana partner to enhance patient, provider and payer collaboration," Healthcare IT News, June 11, 2019, accessed November 2, 2025

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