CITI™
CREATIVE INFORMATION TECHNOLOGY, INC.

Where Healthcare Meets Innovation



DELIVERING QUALITY CARE AND SUSTAINABLE OUTCOMES

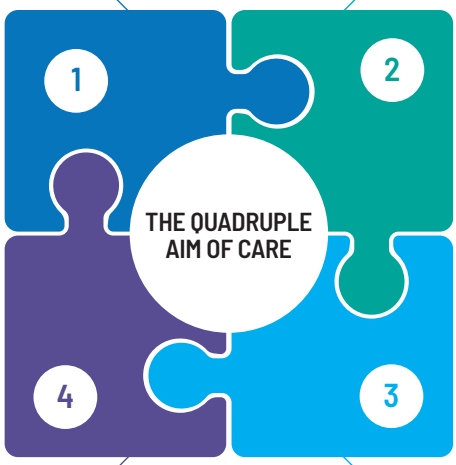
Providing quality care means improving population health outcomes, enhancing patient experience, reducing the cost of care, and improving the work life of clinicians—together forming the Quadruple Aim of Care. Balancing these four dimensions enables healthcare organizations to deliver sustainable, high-quality, patient-centric care while empowering caregivers and communities.

POPULATION HEALTH

- Proactive disease prevention & early intervention
- Chronic disease management at scale
- Data-driven risk stratification & care planning
- Health equity & social determinant interventions
- Community-based wellness & outreach programs

PATIENT EXPERIENCE

- Improved access to care & reduced wait times
- Personalized & coordinated care journeys
- Transparent communication & engagement
- Higher patient satisfaction & trust
- Improved clinical outcomes & safety



PROVIDER EXPERIENCE

- Reduced administrative burden
- Streamlined workflows & clinical efficiency
- Improved work-life balance
- Decision support & clinical intelligence
- Higher provider satisfaction & retention

REDUCED CARE COSTS

- Value-based care & payment optimization
- Reduced hospital readmissions & ER visits
- Operational efficiency & automation
- Resource utilization optimization
- Preventive care to avoid high-cost treatments

HUMAN-CENTERED PRODUCTS, ENGINEERED FOR IMPACT

DRIS
Data Retention and Interoperability Solution

DataInsights
AI Driven Healthcare Practice and Analytics

PatientBuddy
Patient Engagement Solution

DataConnect
Interface and ETL Platform

MILO
AI-Powered Virtual Assistant

ManageID
Identity and Access Management System

Arise
Early Development Management System

Equity
Integrated Case Management System

Our products are thoughtfully designed around the people who use them every day. Built on deep domain knowledge and refined through close collaboration with customers and subject-matter experts, our solutions are intuitive, scalable, and focused on delivering tangible outcomes.

They bring together strong domain expertise, modern and scalable architecture, and practical innovation. Designed for rapid deployment and long-term scalability, they help organizations streamline operations, improve outcomes, and adapt with confidence.

OUR HEALTHCARE SERVICE OFFERINGS

DATA INGESTION & MANAGEMENT

- Data acquisition, cleansing, storage, & processing
- Extract transform & load data
- Data security & privacy
- Legacy Data migration and management
- Healthcare compliances including HIPAA, HITECH, etc.
- Data storage, governance, & overall management

AI/ML, RPA, ANALYTICS & REPORTING

- BI / Analytics & Reporting
- Advanced Analytics & Artificial Intelligence
- Machine Learning & Deep Learning
- Robotic Process Automation
- Optical Character Recognition (OCR)
- Natural Language Processing (NLP) & Named Entity Recognition (NER)

INTEGRATION & INTEROPERABILITY

- Data Integration across key industry standards – CCDA, HL7, FHIR, X12, etc.
- Interoperability for Cloud Enablement / Modernization
- FHIR Adoption & Architecture
- Application & IOT data integration
- Interface Development & maintenance
- Performance of interfaces.

WEB & MOBILE APP DEVELOPMENT

- User centric front-end & flexible back-end design
- Creative Services producing multi artifacts (print, brochures , UI UX etc.)
- Multimodal Cross platform developments (Xamarin, Swift, Objective C, Java etc.)
- Performance Optimization, Security, & Compliance.

CLOUD & MANAGED SERVICES

- Assessment & Strategy
- Cloud Infrastructure Optimization
- Security, Compliance, & Performance Management
- Cloud implementations & post-implementation support
- Managed services for the cloud

SOFTWARE ENGINEERING

- Expertise in multiple technologies (.NET, Java, Python, SQL etc.)
- Innovative techniques for Continuous Integration / Continuous Development (CI / CD)
- Agile methodologies & DevOps for continuous build
- Post launce support & maintenance.
- Project Management & Organizational Change Management

Our healthcare service offerings leverage advanced analytics, automation, and interoperable technologies to deliver high-quality, custom software solutions with speed and cost efficiency.

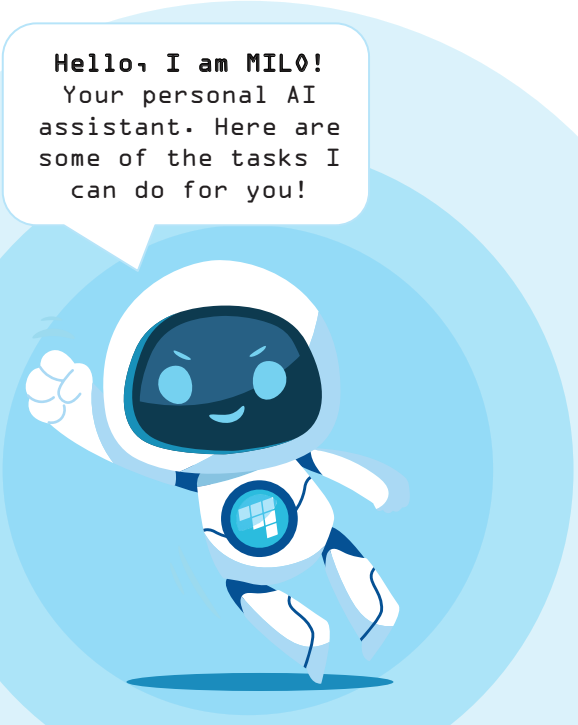
Backed by deep healthcare domain expertise and a proven hybrid offshore–onsite delivery model, we accelerate development timelines without compromising quality.

Our solutions enable data-driven decision-making across the continuum of care—supporting proactive care management, improved coordination, and stronger clinical and operational outcomes for both public and commercial healthcare organizations.

OUR INNOVATION SERVICES

We transform ideas into scalable, production-ready solutions by applying AI, advanced analytics, and intelligent process automation to real business challenges. Backed by over a decade of expertise in AI, machine learning, robotic process automation (RPA), data management, and analytics, our innovation portfolio spans custom-built digital solutions designed to streamline operations, accelerate decision-making, and improve outcomes.

- DYNAMIC RULES FOR PATIENT OUTREACH
- PATIENT & PROVIDER CHATBOT
- PATIENT SHOW/NO SHOW PREDICTION MODEL
- PATIENT FEEDBACK & SENTIMENT ANALYSIS
- DOCASSIST: AI HEALTHCARE ASSISTANT
- CONTENTIFYAI: BUSINESS RESPONSE AUTOMATION
- CLINICAL DOCUMENT SUMMARIZATION
- PATIENTBUDDY: PATIENT ENGAGEMENT SOLUTION
- OCR-BASED PATIENT ELIGIBILITY CHECKS
- ROBOTIC PROCESS AUTOMATION (RPA)
- NER-POWERED CHILDREN & PARENT RECOGNITION
- NEXT GENERATION BIG DATA ANALYTICS
- MULTILINGUAL DOCUMENT TRANSLATION
- MILO: AI-POWERED VIRTUAL ASSISTANT
- MILO: AGENTIC AI FOR INSTANT ANSWERS
- MILO: GLOBAL LANGUAGE SUPPORT
- NLP & AI-BASED IVR & TELEVISITS
- POLYTEST EVALUATION TOOL
- MULTILINGUAL SERVICES (INCLUDING ARABIC)
- CANNED & AD-HOC REPORTS



ISO 9001 QUALITY MANAGEMENT
ISO 20000-1 IT SERVICE MANAGEMENT
ISO 27001 INFORMATION SECURITY MANAGEMENT
CMMI APPRAISED ML5 DEV V2.0
CMMI APPRAISED ML3 DEV V2.0

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About CITI: Established in 1996 and headquartered in McLean, VA, CITI has offices located in the USA, Canada, Belgium, and India. CITI is a diverse organization filled with talented IT, subject matter experts, and certified business professionals. We are certified in ISO 9001:2015, ISO 20000-1:2018, ISO 27001:2022, CMMI DEV Maturity Level 3 for services, and CMMI DEV Maturity Level 5 for development. As a Microsoft Gold Partner, we specialize in the creative use of agile methods and emerging technologies. CITI offers a full portfolio of IT solutions, products, and services. Our offices include a state-of-the-art development integration lab and testing facility, where we both develop systems and explore advanced technologies on behalf of our customers and the communities we serve. We have successfully architected, designed, developed, and implemented cutting-edge solutions for federal, state, and local agencies, as well as countless commercial customers in the U.S. and other parts of the world – positioning ourselves as a thought leader in Healthcare IT solutions and services.

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