

Ascendion: AAVA Agentic Delivery for a Health Plan's Duals Operating Model

AI-powered delivery model for a Fortune 50 health plan (25M+ members), delivering 30%+ effort savings across the software testing lifecycle, and 31% improvement in analytics migration timelines.

Award standing: **Finalist**

Ascendion emerged as a Finalist in the 2026 HFS SaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on Ascendion's submission, "AAVA Agentic Delivery for a Health Plan's Duals Operating Model", in the category of Best 'Services Eating Software'.

The challenge behind the Ascendion entry

A Fortune 50 health plan serving more than 25 million members is building a differentiated Duals Operating Model to support over 1 million Dual Eligible members across 25 states under strict federal and state compliance requirements. With 76% of its business concentrated in Medicare and Medicaid, operational efficiency and regulatory compliance are existential imperatives, not incremental.

What they built

Ascendion embedded its proprietary AAVA Agentic AI platform directly into the client's delivery system and fully integrated with Jira, Confluence and qTest to replace manual, labor-intensive work with intelligent, autonomous execution across the software testing lifecycle — test generation, strategy and planning, documentation, and automated linkage between test cases and defects. Ascendion's AAVA was used in the analytics migration that accounted for 31% improvement in analytics migration timelines.

Results

Ascendion fundamentally transformed how delivery scales, enabling the organization to meet rising demand and tighter timelines through an AI-powered execution model that avoids additional delivery costs by accelerating work through automation. By embedding AI directly into the delivery engine, the organization was able to meet rising demand, compress timelines, and reduce cost simultaneously, without expanding team size or compromising compliance.

Bottom line

Ascendion's entry backs up its claims with production evidence rather than a roadmap: Ascendion reset the economics of delivery at scale, using an AI-powered execution model to meet rising demand and tighter timelines without a corresponding increase in delivery cost. That outcome is what this category was designed to reward.

Learn more about Ascendion at www.ascendion.com.

Appendix: About the Category and the Awards

Best Services Eating Software

This category tracks what HFS Research calls services codified as software: traditional, people-led services (in areas such as finance, IT operations, and back-office processing) broken down into repeatable workflows, bots, and AI agents, then repackaged as modular, platform-enabled offerings. Entrants are judged on how far they have moved from billing for effort toward delivering software-defined, observable outcomes.

Every submission in this category was evaluated by HFS analysts and board members against five shared criteria:

- AI-driven delivery – is the solution genuinely autonomous, or is AI still assisting humans doing the work?
- Agentic adaptability – does the platform learn and orchestrate across workflows, or does it execute fixed rules?
- Outcome orientation – are commercial terms tied to results? Is there a quantified business case?
- Scalable architecture – is the IP reusable across clients and industries, or bespoke to one engagement?
- Proven enterprise success – verifiable, production-scale evidence with named or named-tier clients.

The HFS Services-as-Software Awards recognize the enterprises and technology providers leading the shift from labor-based delivery to AI-native, software-defined operations. Finalists in each category were selected by the HFS analyst team following a structured review of submissions against the criteria above. Winners were then determined by the HFS board of external advisors, who scored and ranked the finalists to reach a final result.

About HFS Research

HFS Research is the leading global analyst firm focused on business operations, digital transformation, and enterprise modernization.

For over a decade, HFS has shaped market language – from OneOffice to Services-as-Software – helping enterprises and providers understand where operating models are headed.

We work with global enterprises, IT and business services providers, software and cloud vendors, investors, and innovators.

The Services-as-Software Awards extend that leadership by recognizing organizations delivering measurable transformation in the market.