



Beyond Spreadsheets: The Power of Centralized Product Data for Scalable Growth

How a National Payer achieved 85% growth in its ACA-related business without increasing administrative costs and effort.

The Situation

A leading national payer aimed to expand their ACA services into new markets. Recognizing the existing efficiency and accuracy challenges, they were seeking an automated solution to align with their expansion and scalability goals. This led them to partner with HighRoads to automate their product data management and document generation processes. This collaboration instilled efficiency across the product lifecycle, facilitating expansion into six new states without increasing administrative costs or effort.

The Challenge

Previously, our client relied heavily on manual methods like Excel and Word for managing product portfolios and generating documents. These manual processes hindered scalability and sustainability, crucial for future growth. The objective set with HighRoads was clear: centralize the source of truth for Individual & Family Plans (IFP), automate document generation, reduce manual workload, and enable market expansion.

Opportunities

The partnership with HighRoads presented the opportunity to catalyze their growth by refining their approach to product management, document accuracy, and operational efficiency. By addressing these key areas, the health plan will reduce the risk of errors, accelerate compliance processes, and reallocate valuable resources to strategic growth initiatives.

The Solution

HighRoads' solution, P2A, redefined their approach to health plan data management through:

- ✓ **Centralized Data Management:** Establishing a single source of truth for IFP data
- ✓ **Automated Document Generation:** Accelerating document generation while minimizing effort
- ✓ **API Integration:** Improving efficiency in data exchange across the enterprise



With HighRoads, our organization seamlessly expanded into new states, growing our ACA-related business by 85% over two years. The scalability and efficiency of their platform allowed us to handle a larger volume of data and documents while reducing administrative costs, enabling us to focus more on strategic initiatives. HighRoads has been pivotal in our growth,” stated the Senior Director of Product at a Large National Payer.



The Results

Within the first two years, HighRoads delivered:

+ 85% Growth
in ACA-related business,
significantly exceeding
initial targets

+ 50% Reduction
in time spent manually
filing and managing
documents

**+ Expansion from
12 to 18 States**
without an increase in
administrative workload

The leading national payer’s collaboration with HighRoads marked a significant step forward in their operational capabilities and strategic expansion efforts, setting a new standard for efficiency and scalability for their organization.

Ready to catalyze your growth?



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