

CASE STUDY

Managing Documents to Managing Data.

Overview

The Director of IFP Product Solutions at a national plan with a regional strategy was assigned an aggressive goal: expand independent and small group from 10 states to all 50 states and double membership in three years. A review of processes revealed that their manual systems would not allow them to rapidly expand with their current resource allocation. Through a partnership with HighRoads, the organization has been able to stay on target with their ambitious growth goals.

Identifying Challenges: Inhibitors of Growth

The plan was experiencing inefficiencies in its product design and filing process that made its rapid expansion goals near impossible. These key challenges included:

- Excessive effort required to manage manual product data processing
- Longer turnaround times and inefficient document generation without the appropriate linking between documents and data
- Dependence on legacy processes and tools that are not scalable

Delivering Solutions: Single Source of Truth for Product Data

It became clear that meeting the organization's goal would require automating, streamlining, and reducing its current manual workflows. The health plan selected HighRoads because of its experience and efficiency in these areas. HighRoads cutting-edge technology empowers a single source of truth for product data that integrates across the entire organization to pave the way for scalability. Additionally, HighRoads delivers proven results alongside a commitment to service excellence, leading health plans through each stage of the process. To support the health plan's national expansion quickly, HighRoads implemented phase one – product management and document generation across 13 states – in just six months while navigating complex organizational structures, including a third party involved in product data flow, as part of the implementation.

As HighRoads continues to partner, phase one will continue to focus on:

- Meeting expansion goals and alignment with future growth plans with a single source of product data
- Reducing manual workload through automation, allowing the health plan to scale without hiring more staff
- Modernizing outdated systems with seamless implementation, with HighRoads experts helping to navigate the process

Making a Lasting Impact: On-Track + Future Growth

Through quick changes to their product management system, this health plan will see almost immediate increased efficiencies enterprise-wide that will allow them to reach their ambitious target.

