

Fortune 50 Managed Healthcare Insurer Faces Challenges Consolidating & Migrating Membership

Approach Consulting helped optimize the company's membership migration & enhance profitability, providing skilled resources to achieve desired outcomes

Overview

Client Profile: Industry-leading nationwide health care insurer providing diversified health care insurance benefits to over 45 million members.

Annual Revenue: Over \$60 billion

Challenge: Consolidate & migrate identified membership to new operating environment, within a fixed schedule and with minimal impact to Members & Providers.

Approach: Provide advisory, governance, and consulting solutions to assist the client in successfully completing the migration within the defined timeframe.

Outcomes: Successful & on-schedule migration of over 20,000 members, \$multi-million ROI through consolidation of similar offerings, uplift in federal quality rating to enhance competitiveness.

Challenge

One of the nation's leading healthcare insurance organizations, providing diversified health care benefits to over 45 million members, identified an opportunity to consolidate membership and increase federal quality ratings to enhance marketplace competitiveness & profitability. More specifically, the challenge required the migration of more than 20,000 members to a new operating environment, in a fixed timeline, with a plethora of competing resources, processes and technologies.

Significant challenges included:

- Achieving minimal impact to Members & Providers
- Ensuring cross-functional Program Governance & process optimization
- Overcoming aging technologies and multiple, non-aligned business processing platforms

Approach

As a preferred partner, Approach Consulting collaborated with the client to:

- Conduct discovery to fully understand company objectives and strategic goals
- Develop & Deploy a PMO framework to support effective company outcomes via project leadership & governance best practices
- Ensure effective IT organization resource, process & technology integration
- Provide advisory services and risk mitigation consulting for executive management and program leadership
- Deploy an experienced and knowledgeable team with an understanding of Medicare business operations
- Drive Medicare business functional teams to a cohesive and successful outcome

Outcomes

Approach Consulting was able to provide Advisory, Optimization & Change Integration Services to help the organization:

- Successfully migrate over 20,000 members within the planned timeframe
- Satisfy federal & state regulatory requirements inherent with Medicare business
- Increase federal quality rating (STARS) from 3.5 to 4, in order to support enhanced strategic and marketplace value

About Approach Consulting

Approach Consulting is a privately owned business advisory & consulting company, with global experience and success across multiple industry segments. We possess deep expertise in providing advisory, optimizing business operations, integrating change and ensuring value within financial services, healthcare, staffing, and technology sectors.

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