



## CASE STUDY

# Incremental Changes. Monumental Impact.

## Executive Summary

A leader of the sales delivery team at a multi-state health plan with over 10 million members, faced an impossible task – hiring 50 FTEs within 3-4 months to fulfill a demand due in 6 months. Costs aside, this hiring pace was unachievable, and a solution was needed that could reduce manual processes to improve business efficiency. By partnering with HighRoads and leveraging our solutions, the team was able to remediate decades old manual processes to deliver high quality service and savings with minimal impact on resources.

## Navigating Process Challenges

The health plan identified ongoing, internal challenges within its product data management function that were impacting its bottom line:

- Outdated, manual processes resulted in difficult and delayed product delivery
- No single source of truth led to widespread inaccuracies from simple human error
- Both homegrown systems and previous investments failed to provide accurate document generation at the needed capacity

## Delivering Efficient Solutions

In order to resolve the issues and prepare the organization for sustainable growth, the health plan selected HighRoads based on its combination of sophisticated technology, superior service and commitment to deliver.

To optimize the implementation and realize ROI quickly, HighRoads took an incremental approach by solving for specific business needs first to keep up with evolving market demands. The first phase targeted document generation for more critical groups (retail and small groups) to:

- Eliminate inaccuracies to create a single source of truth
- Integrate within the existing, internal enterprise architecture
- Reduce burden for the health plan with quick, effortless implementation and use
- Bring consistency in terms of data consumption, translation and population into documents

## Making an Impact

By making incremental changes that integrate into the health plan's existing architecture, they will experience almost immediate cost savings and increased efficiencies that fundamentally impact the entire organization.



### HEARD FROM OUR CLIENT

*"HighRoads is attentive to our needs and has become an authentic business partner. Their genuine recommendations and valuable partnership were critical to our successful implementation."*

— **Divisional Vice President**