

# Transformation & New Regulatory Standards | Healthcare Organization Prepares for Reform Program



## Situation

A large healthcare organization faced the massive challenge of preparing for the nationwide launch of health insurance exchanges. The government sponsored exchanges are designed to offer affordable health plans and force providers to compete. For the client, being ready to enroll and service new plan members was vital to its ongoing success.

The client needed to prepare its team to sign up and serve new members, while simultaneously preparing to integrate its program into health insurance exchanges across nine states and Washington, D.C. The effort required cross-functional involvement from the client's staff and alignment with regional managers from the government program. With no time to waste, the client looked for an expert program manager who could step in, assess needs, and manage the program, both internally and externally.

## Solution

SolomonEdwards provided an expert in program manager who focused on the two key priorities: business readiness and program execution. Serving as the National Program Manager, the consultant worked with the client's regional leads to build out a detailed readiness plan to ensure the staff was trained and IT processes were in place to support the launch. The consultant scoped requirements early and advised the client on how to adjust resources for the long-term project.

For the program execution, the consultant worked with regional government representatives and the client's staff to understand the requirements and timelines for each regional exchange. All the data went into a detailed execution plan.

## Results

Integrating into a new government health insurance program meant anticipating risks and tracking changing guidelines, as the government updated its program regularly. The consultant met the challenge by providing strong program management that emphasized stakeholder engagement and proactive communications.

Using weekly dashboards, the consultant kept executives informed and prepared them to make key decisions in a timely fashion. With a plan to prepare staff and the critical oversight to align to new program standards, the SolomonEdwards consultant ensured the client was ready to support new members in time for the "go live" date.



**INDUSTRY:**  
Healthcare



**DEPLOYMENT:**  
Individual

**SERVICES:**



**Business  
Transformation  
Program  
Management  
Program Execution  
Communications**