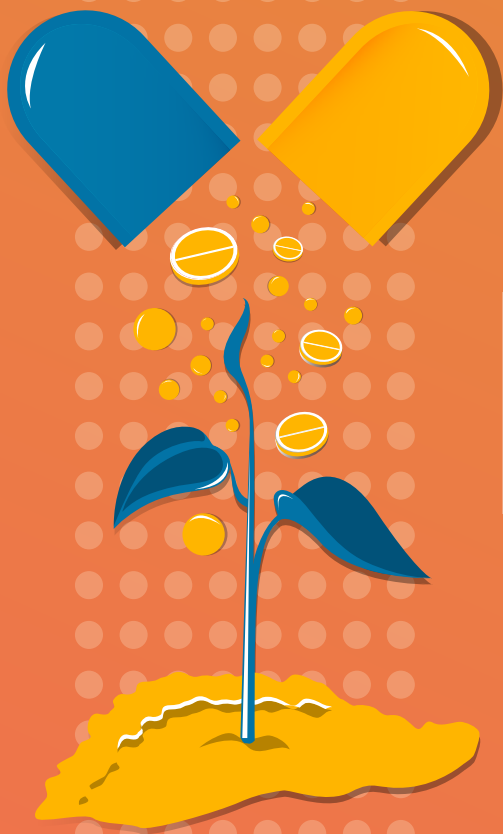


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# MULTI-STATE MANAGED CARE ORGANIZATION EXPANDS STRATEGICALLY WITH PLAYBOOK-DRIVEN GROWTH APPROACH



Our client is a managed care organization, providing a range of health coverage options. With a strong desire for growth, the client acquired seven health plans, entered eight new states and aggressively bid for new Medicaid states. They sought to enhance individuals' well-being by delivering comprehensive and accessible healthcare services.

## Key Challenge

### Complex Expansions

Our client was hindered by lengthy and complex implementation processes when expanding into new territories through bids, rebids, and membership acquisitions. Each expansion took 12 to 15 months and involved intricate coordination with numerous stakeholders, including vendors, state agencies, and trading partners. The absence of a thorough impact analysis was leading to substantial delays in these expansion initiatives.



## The Solution

### Tailored Analysis

To address these challenges, our client joined forces with Infosys for development, IT, and cybersecurity. Infosys leveraged Medicare and Medicaid Compass – a proprietary expansion playbook that simplified impact analysis, accounting for regional complexities, lines of business, data schema, and configuration choices, offering state-specific estimates and timelines.



### Strategic Expansion Approach

#### Streamlined Operations



Simplified 15 process areas including eligibility and claims inbound/outbound, encounters inbound/outbound, omni-channel, contact center, HIE, etc.

#### Efficient Integration



Handled 24 essential application and business processes, which involved over 1,200 sub-processes

#### Simplified Infrastructure Integration



Broke down the infrastructure into 13 sub tracks with 600+ sub-processes

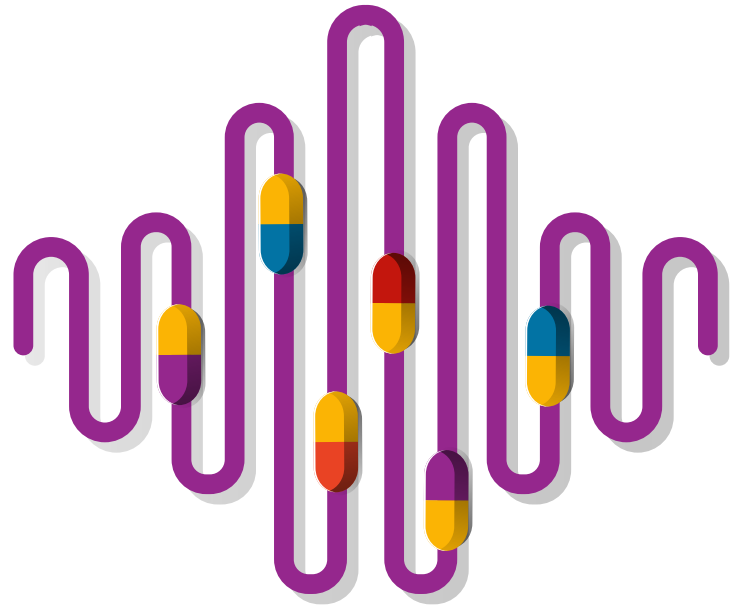
# Benefits

## A Swift Expansion

Through the strategic partnership with Infosys and the implementation of the expansion playbook, the multi-state blue achieved several noteworthy benefits:

- **Faster State Expansion**  
Reduced implementation timelines for new state expansion from **12 months to just 8 months**
- **Faster Pre-Implementation Phase**  
**90% reduction** in pre-implementation timelines, which included estimation and work breakdown, ensuring a faster start to the implementation phase
- **Smoother Operations**  
**100% repeatable** expansion and acquisition processes regardless of whether it was in a new or existing state
- **Boosted Resources**  
**30% reduction** in implementation costs, freeing up resources for further investment in growth and innovation

Through this partnership and by utilizing the expansion playbook, our client effectively conquered growth hurdles, reducing time-to-market, cutting costs, and enhancing overall efficiency.



## Infosys Healthcare Practice

Infosys empowers healthcare organizations to streamline intricate ecosystems, uniting processes, data and core systems. By forging seamless connections across the value chain, we pave the way for harmonized healthcare journeys that enhance connectivity between members and patients, fine-tune operational costs and orchestrate speed-to-market.

Learn more about how we enable organizations to amplify their possibilities and drive transformative growth.

[www.infosys.com/healthcare](http://www.infosys.com/healthcare)



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