

Strategic Talent Acquisition Approach Helps Payer Mitigate Risk to Open Enrollment, Innovation and Customer Care

Customer Profile

A leading Northeastern healthcare payer offering a full range of products and services for business, municipalities, individuals and the Medicare-eligible.

- 240,000 members
- 120+ acute care hospitals
- 22,000 providers
- Revenue of \$350 million

Kforce's expertise, transparency and speed-to-market proved critical to meeting the customer's objectives and budget.

Challenge

Rapid growth, an increased focus on the individual market, and a return to an in-house Medicare offering led to resource challenges for managing high call volumes and an inadequate infrastructure for billing/collection processes and systems.

Solution

Kforce's strategic approach and guidance delivered speed-to-market with over 30 highly qualified resources for project management, open enrollment and quality assurance support.

Outcome

Kforce's holistic approach to human capital management has added value to the customer with managed staffing services that mitigated key risks across their enterprise initiatives.

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14

person team
secured led by a
highly skilled
project manager

Challenge

After the introduction of the Affordable Care Act and the healthcare information exchange marketplace, a leading healthcare payer shifted focus from the commercial market to the individual market.

One of the resulting business impacts was rapid growth from 8,000 to 64,000 accounts. This individual market growth also presented unique challenges to the customer, including substantial increases in call volume, customer care needs and competition from local and national payers. In the midst of these challenges, the organization also intended to bring their Medicare offering back in-house within an 18-month timeframe.

The leadership team not only faced a resource shortage to manage these challenges, but also an inadequate infrastructure for billing/collections processes and systems. At risk was the organization's highly valued customer service capabilities and competitive standing in a regional market. As a result, the customer turned to their trusted 15-year partnership with Kforce to develop effective human capital solutions and strategies across their enterprise initiatives.

Solution

Kforce's historical knowledge of the customer - coupled with senior-level guidance to the customer's CIO, IT directors, operational stakeholders and human resource leadership - provided a strong foundation for thought leadership. Leveraging this knowledge, Kforce identified key areas of risks and opportunities across several initiatives.

Kforce also delivered senior-level guidance while demonstrating expertise and offering a strategic assessment of the customer's operations and finance project touchpoints. This assessment supported multiple program initiatives, including the critical Medicare reconciliation project.

Our 14-person team was led by a highly-skilled project manager and specialists experienced in program configuration and systems. We also provided AMYSIS-experienced quality assurance (QA) team members, including QA leads, engineers and analysts.

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Solution

To support increased call volumes, Kforce delivered speed-to-market in identifying, recruiting and securing over 20 open enrollment consultants, including call center representatives, credentialing roles and data entry. By hiring and training candidates with previous customer service experience, each consultant was prepared to manage open enrollment and transfer/re-deploy to another department after the end of the enrollment period.

This cost-effective and sustainable strategy enabled open enrollment consultants to scale to other departments, and reduced the risk of the customer losing the consultant investment, which included up to four weeks of training.

Outcome

Transparency, along with the ability to deliver expertise and a relevant human capital solution consistently over the course of the relationship, has helped solidify Kforce's role as a valued partner. Leveraging a holistic approach, Kforce delivered a sustainable human capital strategy for providing project expertise and resources, while mitigating risks across various departments and initiatives.

At every level, Kforce focused on collaboration across the people, processes and technologies to drive success. Kforce's approach has served as an effective platform for a strong relationship with senior leaders, and a steadfast dedication to meeting the customer's financial and operational objectives.

About Kforce

Kforce is a professional staffing and services provider, offering critical support for Health Information Technology (HIT), revenue cycle management and Electronic Health Record (EHR) initiatives. Our portfolio highlights work with more than 100 providers, payers and healthcare service organizations, and a talent network featuring more than 2,000 highly skilled resources across the country.