

CASE STUDY

Change management drives success: A health plan sets up its PDM implementation for optimal benefits

| AUG 08, 2024

<https://www.healthscape.com/client-results/change-management-drives-success-health-plan-sets-its-pdm-implementation-optimal>

The vision

Faced with outdated, unintegrated systems, a large regional health plan set out to replace its provider data management (PDM) system. Leaders recognized that a successful implementation required an effective change management strategy incorporating PDM expertise. This strategy was critical to measure the change impact, secure enterprise-wide stakeholder buy-in, and ensure operational readiness.

Co-creating the solution

The health plan partnered with HealthScape Advisors, a Chartis Company, to develop a change management strategy. Honest conversations with stakeholders revealed pain points and areas of potential resistance. Together, we tailored communications and implementation plans through which stakeholders saw how the changes improved their daily work.

We categorized users into three buckets (direct system, end stream, or support system), each with its own communication and training requirements. Frequent stakeholder workshops, townhalls, and office hours enabled go-live updates and intel-gathering for business optimization needs.

Believe in better

The comprehensive change management strategy ensured a successful implementation. Effective communication and stakeholder engagement resulted in a shared vision, risk mitigation for potential disruptions, and improved user readiness. Training prioritized stakeholder needs and developed skills to leverage the new system capabilities. The health plan now has a foundation to improve operational efficiency, ensure regulatory compliance, and enhance collaboration with providers.

Meaningful outcomes

Stakeholder alignment and skill development enabled operational readiness for the new PDM platform:

50 +

pain points identified to secure stakeholder buy-in

26

unique training curriculums delivered

200 +

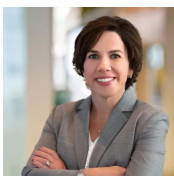
technical dependencies and enhancement requests prioritized

Building to better

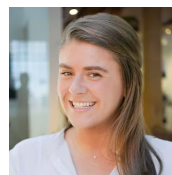
Critical steps for change management during a PDM implementation include:

- **PREPARING FOR CHANGES**
to ensure smooth transitions and value.
- **ALIGNING STAKEHOLDERS**
to identify potential issues, set goals, and garner support.
- **ENSURING USER READINESS AND CONFIDENCE**
with training support.

LEARN MORE ABOUT THE AUTHORS



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