



Sales Change Leadership On-Demand Healthcare

Company Profile

- Healthcare provider
- \$2 billion; 1000+ employees

Position/Timeframe

- Sales Strategist & Change Management
- 12 month project

Situation

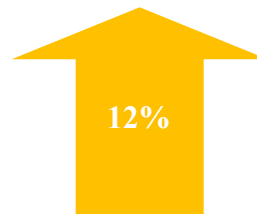
- Company had a commanding market share
- Enjoyed significant growth in a single state market
- Faced with massive disruption caused by health care reform (ACA)
- New competitors, dramatic changes in behavior of major competitors
- Sales platform not adequate to serve rapidly changing needs

Implementation

- Integrated effective change management techniques providing transparency
- Established a new agile & proactive organizational structure
- Developed role clarify, standards and accountabilities
- Designed and deployed a cross-functional, cross-enterprise sales strike team
- Transformed enterprise into a culture where everyone is responsible for

Results

- 12% increase in membership in one year
- Largest group addition
- Largest member increase year ever
- Company organization and culture adjusted so everyone is part of the sales process



Membership increased 12%



Largest group addition



Increased sales culture

Client Comments

“Couldn’t be happier with where things are at. [Our Executive] is providing clarity to all and everyone is asking to work with him. He is a gem.”