

Canidium

CASE IN POINT: HEALTH FIRST HEALTH PLANS

Founded in 1995, Health First is Central Florida's only fully integrated delivery network (IDN) and employs over 9,000 associates. The integrator of its IDN is Health First Health Plans, offering a wide variety of health insurance options across Central Florida. For Health Insurers, having a robust Sales Performance Management (or SPM) program is vital to ensure ongoing allegiance and satisfaction within their sales channels. Of specific importance is the Independent Producer channel, as the brokers and agents can sell a variety of options when it comes to providing for their customers' health insurance needs. If the Insurer's broker/agent compensation is unstable, unreliable, hard to navigate, or wrought with other institutional challenges, the brokers and agents will simply choose to go with another provider. And if the Insurer's growth strategy is reliant on capturing mindshare in an Independent Producer community outside of their existing footprint, then providing a best-in-class SPM program and experience is a critical foundation to those expansion activities. Despite understanding this importance, many health insurance companies struggle with how to establish the right governance, processes and technologies in order to ensure that their SPM program operates effectively and efficiently.

BENEFITS

Canidium's SAP Sales Cloud certified teams were able to take on a series of complex issues and implement a system that would cater to the needs of many internal parties while never neglecting the agent experience. Establishing this foundation allowed Health First to optimize the headcount needed to support the administration and reporting processes while reducing the audit and scalability risks that were in place with the previous infrastructure. Going forward, Health First now has the right platform in place not only to ensure the highest satisfaction within their existing agent population but also to assist in the expansion strategy as they move into new markets.

Hear the full story at
canidium.com/sapcommissions

Canidium is the ace up your sleeve for incentive compensation, sales performance, and sales process optimization. Our dedicated, certified teams have the expertise in the SAP® Sales Cloud solutions your team needs. Whether it's strategic, technical, or managed services, we'll align your sales organization's goals with your corporate objectives, ensure you realize the highest ROI, and build deeper, stronger customer relationships to help grow and retain your business.

SAP SOLUTIONS

Canidium implemented SAP Sales Cloud, specifically the Insurance Compensation Management (or ICM) solution, in order to deliver an automated, consolidated solution to provide the right foundation for Health First's current and future state SPM goals and objectives. As part of this foundation, Canidium also built a data management platform leveraging Informatica to facilitate the inbound and outbound integration requirements.

VALUABLE EXPERTISE

Canidium was able to design, implement and deploy the solution on budget despite considerable challenges from a scope and timeline standpoint. Instrumental to delivery success was Canidium's considerable background in the health insurance industry married with the technical expertise in the SAP solution portfolio. In addition, Canidium's experience with the other agent-facing and policy administration systems in use at Health First allowed for recommendations and improvements in the use of those capabilities. The end result was a more seamless sales performance management experience; for the back-office, front-office, and also the independent producer channel.

“Canidium was a true partner for Health First, helping us to establish the right foundation for our strategic needs - both now and in the future. Their team demonstrated domain expertise in Health Insurance as well as technical expertise with our source systems and the SAP solution. We finally have the platform we need to keep our independent producers and agents satisfied and engaged as we grow our business.”

Russell Bradley
Former VP of Operations
Health First