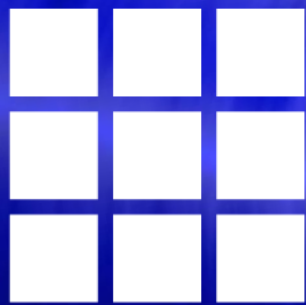
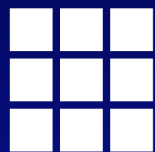




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# Enabling operational readiness for enhanced TPA services



# The Background

The client invested in the HealthRules Payer (HRP) core administrative platform with the strategic goal of migrating two existing lines of business, along with partnership business, to this new system. The migration aimed to empower the client to deliver tailored and flexible third-party administration (TPA) services to health plans across the country, while improving operational efficiency and reducing administrative costs.

To realize the full potential of HRP, the organization needed to undergo a comprehensive enterprise transformation, which included:

- Prepare the organization to operate and excel with new technology.
- Transition technology across the entire business enterprise.
- Integrate over 26 significant technology solutions with HealthRules Claims Engine at the core.
- Execute comprehensive process design, documentation, and training.
- Implement extensive changes to the organizational model.
- Drive a major associate transformation initiative.



# The Consulting Approach & Key Deliverables

A structured consulting approach focused on change management, process design, and enterprise-wide training to enable operational readiness.



**Organizational  
change management  
program**



**Development and  
execution of OCM  
communication plan**



**Future state process  
design and  
documentation**



**Learning needs  
analysis and training  
program design and  
development**



**Enterprise-wide  
training program  
delivery**

# The Solution

To enable a successful transition to the HealthRules Payer platform and support the client's broader transformation goals, Citius Healthcare Consulting implemented a comprehensive solution built around three pillars: process optimization, training, and organizational change management.

## Process Design & Documentation

- Led specialized teams of SMEs, process designers, and business stakeholders across business areas to design and document end-to-end processes.
- Utilized Citius Healthcare Consulting's Business Process Optimization Methodology to evaluate and improve existing workflows.
- Identified and resolved key operational pain points through structured analysis and proprietary tools.
- Empowered the client to design and take full ownership of over 1,000 future-state processes.
- Shifted transformation leadership from consultants to internal teams, making the business the architect of its own change.
- Enabled higher engagement, stronger accountability, and sustainable long-term adoption of new processes.

## Training Program Development

- Designed and developed specialized curriculum for business units and custom-built fully integrated processes into learning materials, delivered through a mix of computer-based training (CBTs), instructor-led sessions, and Learning Labs, all managed via the client's Learning Management System (LMS).

## Organizational Change Management (OCM)

Provided comprehensive change management support in partnership with HR and corporate leadership. This included:

- Custom-developed change management programs.
- Targeted communications and engagement activities.
- A Change Agent Program and associate engagement initiatives, such as a full-scale "trade show".
- Training for all associates on Managing Change and Leading Through Change.

**This integrated solution helped shift the organization from a transactional culture to a project/process-driven culture, resulting in stronger accountability, higher engagement, and sustainable long-term adoption.**

# Impact

- **Trained 500+ employees** through curated learning programs, improving workforce readiness.
- Enhanced **cross-functional collaboration** via **23 online courses**, boosting operational agility.
- **Improved provider and claims operations** through streamlined workflows.
- **Resolved key business pain points** with targeted process improvements.
- **Enabled leadership** to manage exceptions effectively through **chaos management strategies**.
- **Established 3 new departments** to support evolving operational models.
- Increased platform adoption and engagement through a structured **Associate transformation program**.





# Thank You

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We bring deep expertise in healthcare and life sciences, leveraging our experience as industry leaders to help clients envision the future of healthcare. By combining our digital expertise, we drive transformation into the future of healthcare.

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