

Company:
Independence Blue Cross

Geography:
Philadelphia

Industry:
Healthcare

Company Profile:
Regional Health Insurance
Provider

Business Situation

Independence Blue Cross (IBC) is a leading health insurance provider in the Philadelphia and surrounding area. After the existing Business Process Improvement (BPI) team was redeployed to execute a major core platform transformation, IBC looked for a trusted delivery partner to lead their BPI Program including project selection, project execution and training. As a result of Magic Hat Consulting's expertise in Business Process Improvement along with a proven track record with IBC, Magic Hat was selected to lead IBC's overall BPI Program.

Approach

Magic Hat's BPI team was responsible for maintaining the momentum of the BPI program, while providing guidance and expertise to enhance the company's capacity for BPI. By working in close collaboration with IBC's business executives, Magic Hat identified, prioritized and successfully executed BPI projects that enabled IBC to achieve key business objectives. Magic Hat also selected, trained, and mentored the project teams, and provided the overall management to drive successful execution of the projects.

Results

Over 15 projects were completed in the 12 months, ranging from 3 week long process oriented Kaizens, to full scale Lean Six Sigma projects, in areas from Sales, Operations, and Procurement. In addition to – and as a consequence of – the project efforts, Independence Blue Cross gained vital points on the Blue Cross Blue Shield Performance Scorecard. Improvements in these processes allowed IBC to increase their BCBSA Front End Measure ranking from 55th out of 65, to 14th, and the BCBSA Back End Measure ranking from 63rd out of 65 to #1.

The projects delivered during this 12 month period realized savings of approximately \$5M.

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