Magellan Health Reclaims Nearly 100 Business Days on Proposal Review

Magellan Health, Inc. is a Fortune 500 leader in managing the fastest growing, most complex areas of health, including special populations, complete pharmacy benefits, and other specialty areas. As a result, answering all of the intricate requests from prospective customers was just as complicated. And as the number and complexity of proposals grew, turnaround times became shorter.

CHALLENGE

Duplicate Efforts:
Subject matter experts (SMEs) were answering the same questions repeatedly.

Disconnected Content:
Piecemealing together emails and locally stored files was not scalable.

Too Many Meetings:
With no centralized status reporting, constant ad-hoc meetings were called to keep the team on track.

SOLUTION

Single Source of Truth:
Having one platform for all content improved SME engagement.

Reduced Time, Enhanced Quality:
Information is located quickly and ranked by relevancy; status reports and routine tasks are automated; proposal customization and formatting are simplified.

Scrambling Turned to Strategizing:
With a streamlined process, Magellan became more efficient and was able to shift time towards important projects and strategy.

> "
> We're spending more time with SMEs now... they're more willing to share.
>
> **-Patrick Kaplan**
> **Proposal Director**

RESULTS

Magellan leverages Ombud to instantly locate and retrieve relevant proposal content – pinpointing the perfect responses out of many possible answers to each unique question.

65%
of the content is reused in future proposals.

11%
increase in proposal response rate.

No Review Needed:
giving 97 business days back to the team.

10x Increase
in curated content saved for future use.

157% in proactive
content creation