

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

SOLUTION

Duplicate Efforts

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

Single Source of Truth

Having one platform for all content improved SME engagement.

Disconnected Content

Piecemealing together emails and locally stored files was not scalable.

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.

Too Many Meetings

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

Scrambling Turned into Strategizing

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

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.

11%

increase in proposal response rate

65%

of the content is reused in future proposals

No Review Needed:

giving 97 business days back to the team

157%

increase in proactive content creation

10x

increase in curated content saved for future use



"We're spending more time with SMEs now...they're more willing to share."

— Patrick Kaplan, Proposal Director

About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.

OMBUD

Let's Get Started

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