Designing a digital transformation project roadmap for a health insurer

Business objective
Commercial Performance
Risk Management
Customer Experience & Loyalty
Sector
Healthcare

Context & objectives

Offering solutions to the healthcare industry, our client wanted to transform itself to leverage data to provide better services to customers, increase revenues and optimize operational processes. With this objective in mind, our client's Chief Transformation Officer asked Agilytic for support in designing the roadmap to help them achieve this transformation.

"Being in the middle of an IT transition was no excuse to do nothing."

Approach

First, we started with a data audit to identify all available data sources, map the relational architecture of data, evaluate each data source's quality, and assess the benefits and limitations of current tools used by our client.

Second, we led workshops with in-house IT and business teams to define short, mid, and long-term objectives and rank associated projects based on both the expected impact and feasibility.
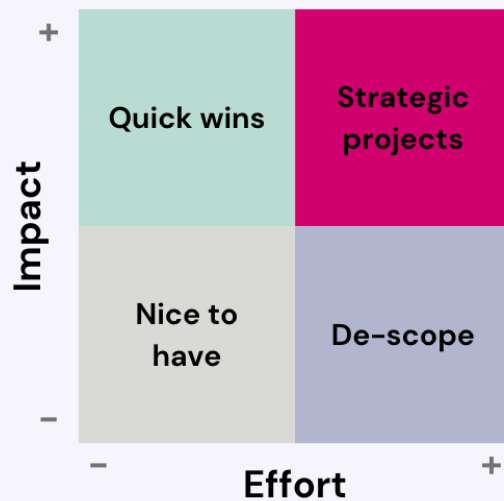
Impact / Effort mapping helped identify and prioritize quick wins, actionable long before the cloud transition was complete.

Results

Ultimately, we provided our client with a **pragmatic data roadmap**. The roadmap timeline summarized:

· The projects to be carried out

· The type of data and IT infrastructure needed

· The evolution of the business questions that could be addressed as the data maturity increases

With this new method, the client was well-positioned to make the most out of their new cloud environment both in the present, and the future, and benefit from increased data oversight.

About Agilytic

Since 2015, Agilytic helps innovative leaders solve their biggest challenges through the smarter use of data. With over 150 successful projects to date, we have perfected a pragmatic approach to putting data at the service of business goals, be they commercial, operational, financial, or human. Reach out today for a quick introduction, we'd love to hear from you.