

messaging and positioning  
*me*

## Client Case Summaries

B2B. Marketing, Strategy, Content and Results



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## messaging and positioning

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The foundation of effective B2B messaging is understanding your audience's needs and priorities, and presenting your message so your audience instantly understands why it matters to them.

**Understand and speak to the needs of your audience.**

The following case summaries represent brief examples of client buyer enablement projects.



# Alcatel-Lucent Brand Vision and Identity

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**GOAL:** Alcatel-Lucent needed to unify two legacy businesses and a new cloud business and redefine ALE for the digital era.

**WHY:** Alcatel-Lucent Enterprise has a 100-year-old telco legacy in Europe, and a network infrastructure business unit based in North America. As their new cloud division emerged, they needed to unify the positioning of all BUs and redefine ALE for the digital era.

**HOW:** ALE is “Where Everything Connects”, delivering to clients the technology solutions and experiences customers need.

Variations were crafted to speak to defined target industries, as well as specific decision-maker roles such as IT, CEOs and CFOs, and line-of-business leaders.



# Inspiring HEALTH Sales Story & PPT System

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**GOAL:** develop BCBSAZ's Inspiring HEALTH message and design a modular story framework for enterprise products and solutions.

**WHY:** business development and sales personnel were creating and customizing their own client and RFP finalist presentations, consuming valuable time and often resulting in an ad-hoc collections of products.

**HOW:** Inspiring HEALTH - a stated part of the BCBSAZ mission became the value message story framework. HEALTH became an acronym for **Healthy Outcomes, Experience, Access, Low Cost, and Transform Healthcare**. A modular system and library of solution and product slides enables quick and consistent customization for each client.



# Anthem BlueCross Clinical Sales Story

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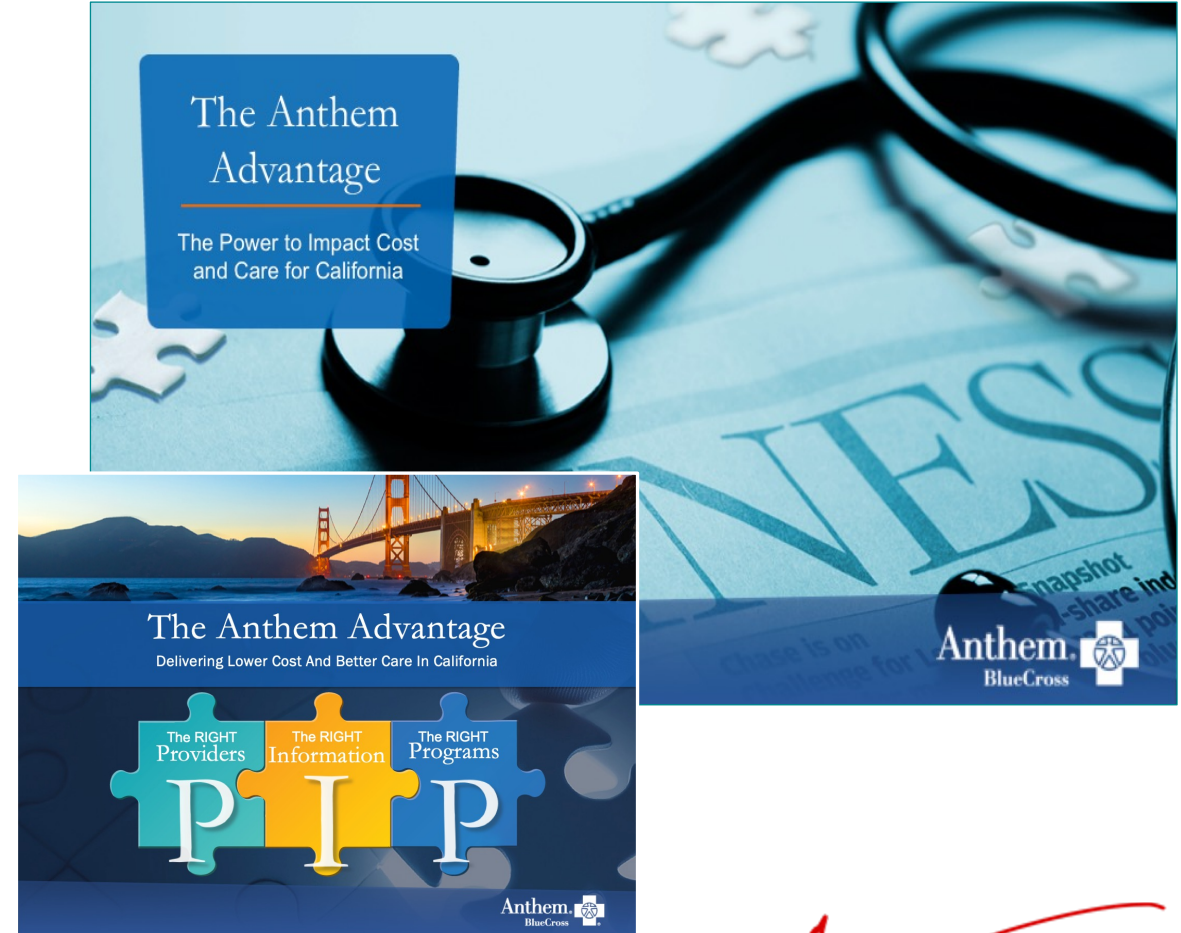


**GOAL:** Simplify Anthem's clinical approach into an easy to understand and memorable value story.

**WHY:** Anthem needed a way to communicate how a complex set clinical strategies and administrative operations creates meaningful value for all stakeholders.

**HOW:** Clinical program strategies work together to lower costs, improve patient outcomes and improve overall member health.

The core message was simplified into 3 pillars - the right providers, the right information, and the right programs. Each was validated by research and recognized priorities of all involved in the care pathway – including providers, payors, clients and patients.



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# RFP Finalist Presentations

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**Goal:** Clearly and memorably articulate how BCBSAZ understands, meets and exceeds the expectations of clients and members alike.

**WHY:** Healthcare benefit plans are complex. It is difficult for some decision-makers to look beyond total cost. And the cost of changing providers can be compounded by the impact of change for administrators and members.

**HOW:** Address client priorities directly, clearly, and with clear advantage demonstrated. Present the solutions in clear context of the client's priorities, issues and concerns.

For key accounts, an Executive Summary was often created in parallel to reinforce the value message and

**Healthcare's 80/20 Problem**  
80% of healthcare costs are driven by 20% of the population.

**Managing population health is a vital part of controlling costs and member experience.**

Our mission is to keep healthy members healthy, identify at risk members for early intervention, and support chronic and acute patients and their family's while they regain, and then retain, their health.

ACUTE	\$\$\$\$\$	↑↑
CHRONIC	\$\$\$\$	↑↑↑
EARLY CONDITIONS	\$\$\$	↑↑↑↑
AT RISK	\$\$	↑↑↑↑↑
HEALTHY	\$	↑↑↑↑↑↑↑↑

**Disease and Care Management**  
Precertification

**Concurrent Review**  
Predicting and managing high-cost claimants

**Payment integrity**  
Fraud, waste & abuse

**Disease Management Model of Care**

40%	Socioeconomic Factors	Education, Income, Health Insurance, Access to Care, Quality of Care	50% can be saved from the top 20% of the population
10%	Physical Environment	Home, Work, Community	
30%	Health Behaviors	Tobacco, Alcohol, Diet, Physical Activity, Stress	
20%	Health Care	Access to Care, Quality of Care	

**20% can be saved from the top 20% of the population**


**Disease Management A day in a life of a care manager**

The healthcare system is complex. We guide members to better experiences and better outcomes.

**Care Manager Mission:** Proactively guide members to manage their healthcare needs

- Establish direct relationships with members
- Advocate, coordinate, educate and collaborate with members to self-manage
- Improve patient engagement and outcomes

 edyoungblood.net

 818.292.2808

 ed@youngblood.net

 <https://www.linkedin.com/in/edyoungblood>

 @yngbld5

*me*



How well does your audience know you?



Full document versions available upon request

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ed youngblood