

content strategy and programs

## Client Case Summaries

B2B. Marketing, Strategy, Content and Results



*Yme*  
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In B2B today, **60% to 85% of the B2B buying process occurs digitally** before buyers speak to a salesperson, and studies also show that many have already made a decision by the time they engage with sales.

Today, **content is now your salesperson** for the majority of your buyer's journey. How well do your prospects know you?



# Swimming With Digital Sharks

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**GOAL:** Design a sustainable message & content program that speaks to CIOs about the urgency for strategic transformation.

**WHY:** Armed with a new brand vision and message, ALE wanted to communicate the urgency of digital transformation and the need to make everything connect. ALE is uniquely positioned in their ability to deliver the technology solutions and experiences customers need.

**HOW:** Through a series of interviews with customers, channel partners and subject matter experts, we explored industry trends and their impact on the future of business operations. Positioning ALE as an insightful, customer centric expert, we spoke directly to the need to adapt to compete in a digital business world.



# BCBSAZ Pharmacy Story

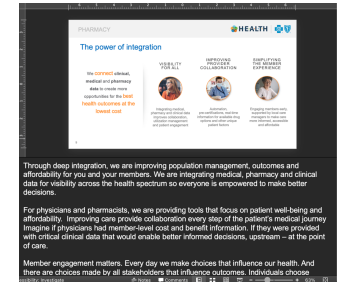
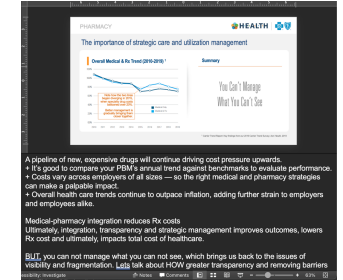
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**GOAL:** create a comprehensive go-to-market message for sales that demonstrates the increase in total value that results from true pharmacy integration within the healthcare plans.

**WHY:** Bundling pharmacy benefits was identified as a strategic priority by BCBSAZ. *Carve-in vs. carve-out* is a common decision choice for managing healthcare benefits. Cost is always a point of discussion and studies show integrated pharmacy leads to more coordinated care and lower overall cost to all.

**HOW:** A well researched and positioned BCBSAZ pharmacy presentation was prepared and scripted for sales. We identified the high-cost impact pharmacy contributes to total cost of care and BCBSAZ approach to managing pharmacy costs and care. The comprehensive message was scaled into an Rx Overview Guide, social media messages, a white paper and infographic.



# RFP Finalist Presentations



**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 is often created in parallel to reinforce the value message and influence post-meeting discussions.

**SURPRISE ARIZONA**  
February 13, 2023

BlueCross BlueShield Arizona  
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**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

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**Disease Management**  
Care management is a person-centered, coordinated strategy integrating all appropriate components of the healthcare system. Care managers collaborate and coordinate all necessary healthcare services and supports, including preventative care measures and community-based services. Care managers are part of an interdisciplinary team of clinical and non-clinical staff that support member care needs.

**Disease Management Model of Care**  
40% Socioeconomic Factors (Education, Income, Health Insurance, Food Security, Transportation, Social Support, Community, Environment)  
10% Physical Environment (Home, Work, Neighborhood)  
30% Health Behaviors (Tobacco Use, Alcohol Use, Physical Activity, Diet, Stress Management)  
20% Health Care (Access to Care, Quality of Care)  
50% can be traced back to poor diet!  
20% can be traced back to poor environment!

**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.

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# Commercial Market Buyer Personas

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**GOAL:** to capture a deeper understanding of BCBSAZ commercial audience decision makers and influencers.

**WHY:** Context. Context that matters to them – to inform solution positioning to align with their business roles, priorities and what they care most about. In the words of basketball coach Roy Williams: “Speak to the dog, in the language of the dog, about what’s in the heart of the dog.”

**HOW:** Research. Analysts, interviews, and 3<sup>rd</sup> party research were leveraged in discovery. Each summary condenses current macro and micro trends, as they relate to the business role priorities of each business decision maker.



**Gina Rowllins**  
CFO, Acme Engineering



**CHRO / HR VP Profile – Andy Lipman**

“HR executives are on call to reinvent the ways they work, influence and lead.” “HR must reinvent itself from a cost-center, compliance mentality.”  
 “If corporate growth is at the top of your organization’s strategic priorities, HR must become a “growth thought partner” that significantly influences business outcomes and creates a clear path for people to define your company and its brand’s future.”

**Buyer profile**

- Technical: ● ● ● ● ●
- Economic: ● ● ● ● ●
- Operational: ● ● ● ● ●
- Strategic: ● ● ● ● ●

**Common HR traits**

- Skilled Communicator
- Emotional Control
- Empathy
- Intellectual Curiosity
- Accountability

**Psychographic Profile**  
HR leaders today are likely to be a convergence of:

- TRADITIONALIST.
- PATERNALIST.
- CONSUMER CHOICE advocate.

**JOB GOALS**

- improve existing HR policies and procedures, ensure strategies align with objectives, and to secure and retain excellent talent.
- strategically plan for the future of work, whatever that may be, while also prioritizing:
  - recruiting and hiring
  - workforce planning
  - workplace health and safety.

**CONTEXT**

- A global health crisis, layoffs, mental health crises, social unrest and an economic downturn are just a few of the key issues HR professionals face
- The digital, virtual workplace is the future of work
- Talent shortages and unengaged employees makes it hard to retain AND recruit top talent

**NEEDS**


- Digital transformation was a priority pre-Covid, Now its magnified and HR has a growing responsibility for it, sometimes leadership of it.
- Reduce and streamline administrative overhead
- Quelling Employee Dueses During A Time Of Uncertainty
- Delivering on Diversity, Equity And Inclusion promises
- Improving Operational Efficiencies
- Making Remote Work, Work

**FRUSTRATIONS**

- The expectation of quick pivot from cost center to becoming a “growth thought partner” that influences business outcomes.
- CEOs worldwide see human capital as a top challenge, BUT rank HR as 8th most important function in a company. There is a Disconnect!
- “The speed and needs of the business are not in alignment with what we’re capable of delivering to them. What they need, we don’t have the capability, understanding, resources and knowledge to deliver from an HR standpoint.”



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*me*



How well does your audience know you?



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