



Healthcare

Case Study

Customer Experience

Customer Solutions—Medicaid

Customer Journey Mapping

ICF Advantage

ICF delivers a broad portfolio of services supporting government-sponsored healthcare and reforms.

Learn more about how ICF Healthcare Solutions can help your organization:

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icf.com

The Client

A major player in the healthcare marketplace, our client operates Medicaid managed care and specialty services for underinsured and uninsured individuals. With several decades of serving this population, the client has developed education and outreach programs to inform and assist members in accessing appropriate healthcare services. The client combines a decentralized local approach for care with a centralized infrastructure of support functions.

ICF establishes a thorough understanding of consumer touchpoints and perceptions through journey mapping. As Medicaid increasingly moves to a choice-based market, the client seeks to understand what motivates individual consumers. The client turned to the ICF team to learn more about what factors influence an individual's journey—from choosing a Medicaid managed care organization, to what influences their perceptions once enrolled, to deciding whether to renew.

The ICF Healthcare Solution

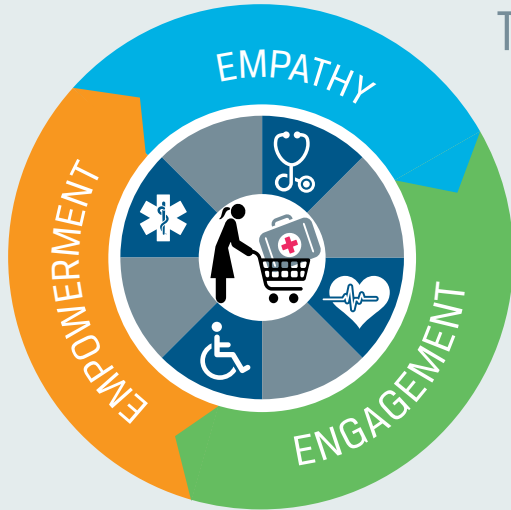
ICF partnered with client leadership and cross-functional workgroups to develop a journey map that inventories consumer touchpoints across the enterprise. The team interviewed more than 70 cross-functional representatives and conducted journey mapping sessions with teams to refine the maps and identify hypotheses for primary research. These sessions allowed the teams to better understand potential pain points and points of delight in order to develop action plans for improvement and enhancement.

The Results

Upon completing the journey mapping and action planning sessions, the client now has a greater degree of consumer insight and cross-functional collaboration processes in place. The team identified more than 40 quick wins and 20 long-term investments to improve efficiency and eliminate redundancies. Refinement



The Three "E's" of Healthcare Consumerism




1 **EMPATHY** 

Mobilize your organization for the paradigm shift. It starts with everyone understanding the consumer. And we mean everyone.

2 **ENGAGEMENT** 

If you build it, will they come? Maybe not. Make sure you have aligned your channels of communication and your messages with what matters most to the people that are "engaging" with your products, services, content, etc.

3 **EMPOWERMENT** 

The holy grail of consumerism. Add real value by providing your consumers with tools and resources that help them make good choices when it comes to their health. When you provide true value today, your customer will be there tomorrow. That's loyalty.

About ICF

ICF (NASDAQ:ICFI) is a leading provider of professional services and technology-based solutions to government and commercial clients. ICF is fluent in the language of change, whether driven by markets, technology, or policy. Since 1969, we have combined a passion for our work with deep industry expertise to tackle our clients' most important challenges. We partner with clients around the globe—advising, executing, innovating—to help them define and achieve success. Our more than 5,000 employees serve government and commercial clients from more than 65 offices worldwide. ICF's website is icf.com.

work undertaken through cross-functional action planning sessions resulted in operational and financial improvements. The improvements focused on impacting member choice, raising brand awareness, improving customer satisfaction, and strengthening retention. This work also enhanced coordination and communications between the client's member health plans, their individual members, and partners.

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