



## Top 5 Tips: The Flawless Healthcare Project Launch

### **Project success depends on pre-launch legwork.**

Let our experience guide you through a flawless project launch.

With limited resources driving a requirement to do more with less, managers must be sure that they're not only pursuing the right projects, but that they're doing so as efficiently as possible. From launching new group care plans or new consumer programs, to transforming operations or market expansion; ICF draws from its extensive experience helping organizations manage transformative projects and programs to offer five ideas that are essential for success:

### 1. Define Your Value Proposition

It may sound simplistic, but if you have not articulated in a clear and compelling way exactly what you're offering and why it's better than existing alternatives, your customers—and even employees—will not be able to perform as you've envisioned. Be specific.

For example, your public messaging for a new plan can highlight or define exact benefits, while internal messaging reinforces key takeaways or actions supporting organizational goals. As an example, ICF partnered with a client's executive leadership team to develop a population health management solution and supported integration with the client's first five customers, establishing a repeatable, scalable process and methodology for subsequent implementations.

### 2. Know What Success Looks Like Up-Front

Without a measurable definition of success from the outset, it will be impossible to determine whether your launch is a success or not. Stating your goal can also provide overarching cohesion for projects that span departments or functional areas.

## About ICF

ICF (NASDAQ:ICFI) is a global consulting and technology services provider with more than 5,000 professionals focused on making big things possible for our clients. We are business analysts, policy specialists, technologists, researchers, digital strategists, social scientists and creatives. Since 1969, government and commercial clients have worked with ICF to overcome their toughest challenges on issues that matter profoundly to their success. Come engage with us at [icf.com](http://icf.com).

Benchmarks that define success can be communicated as specific improvements to metrics in areas like productivity and customer satisfaction. For a private healthcare client, ICF produced next generation prototypes to drive usability improvements, requirements, and development direction.

## 3. Integrate Customer Insights

Existing customers are an invaluable source of information about your organization, products, and services. So often, organizations rely solely—if at all—on information received in a reactive manner from customer service when meaningful insights could have been gathered throughout the customer journey.

Consider an active member or provider engagement strategy to increase customer satisfaction and member retention, as well as ensure consistency and sustainability within your provider network. For one health plan client, ICF conducted stakeholder interviews to establish a foundational understanding of members through customer journey mapping with the goals of uncovering key pain points and developing action plans to address them.

## 4. Don't Sacrifice Research for Speed to Market

Among the top pressures a manager faces is the need to demonstrate a strong return on investment. The intensity of that pressure can make it tempting to push quickly to launch a product or project, relying on internal intelligence and effort at the expense of market research. Up-front research to verify assumptions and direction can significantly impact returns, making the time invested well worth it.

When collected and interpreted correctly, data can support the development of accurate customer segments and inform decisions on how to effectively reach and engage customers. ICF uses its Strategic Intelligence Management System (SIMS) to collect, process, stitch together, and clean multiple client and non-client data sets. SIMS cost-effectively empowers smart, strategic decision-making about the customer experience, outreach efforts, and budgeting.

## 5. Align Marketing Channels with Customer Behavior

Never assume that if you build it, they will come. Consumer health market research and customer journey mapping will ensure that your efforts will be well-received, but your marketing strategy must deliver your message at the right time and in the right way for maximum exposure to potential customers. The more you know about your potential customers, the more accurately you can deliver a tailored message at the right point in time.

For example, by emphasizing urgency and illustrating the importance of health insurance via online and social media channels, you may be able to quickly capture a population segment of young adults during the annual open enrollment period at a significantly lower cost than using traditional marketing channels over a longer duration of time. For one health insurer, ICF analyzed existing member data along with third-party demographic and behavioral data to identify and locate top outreach target populations. ICF also assessed their lifestyles, behaviors, and media preferences to inform media and communications strategies for enrollment efforts.

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