



IDEA BRIDGE

## EXCEPTIONAL CUSTOMER SERVICES

Driving customer and process improvements for a national health benefits provider

### THE CONTEXT

For almost 70 years, this innovative health benefits provider has been helping Canadians live their healthiest lives. Founded by a single pharmacist who wanted to make prescription drugs affordable to all Canadians, this provider has evolved into a health benefits industry leader. With annual revenues of \$2.5B and over 1,000 employees in 8 cities across Canada, this client has consistently balanced profit with purpose.

### THE CHALLENGE

The Pharmacy team at this health benefits provider was tasked with fulfilling a set of ambitious goals:

- Become an "easy-to-work-with" prescription drug provider for all stakeholders.
- Develop cost management solutions that deliver meaningful savings for benefit plan sponsors and a positive experience for benefit plan members.
- Provide their staff with clear, efficient, consistent, reliable tools/resources to support their workflows.

"Idea Bridge was instrumental in guiding a diverse set of stakeholders through a very complex process seamlessly. Our goal was to identify the necessary improvements to our end-to-end process. Thanks to Idea Bridge, we now know what to focus on first."

**LEILA**

Pharmacy Strategy

### THE APPROACH

These goals made it clear that improvements in the end-to-end customer and employee journey were required. Our strategy focused on delivering a prioritized improvement roadmap. This approach saw us:

- Identify stakeholders from across the customer and employee journey.
- Facilitate a 2-day Service Design Blueprinting session.
- Provide a summary of findings document that summarized observations and a prioritized list of opportunities for improvement in the end-to-end customer and employee journey.

### THE RESULTS

Leila ... what happened? Did any of the improvements get implemented? What did those improvements do? What quantifiable numbers could I use here to say that the customer and/or employee journey improved?