



MODULE 25

Change Management for Health Benefits Transformation

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Ashleigh Gunter

Managing Partner,
The Gunter Group



AGENDA

What is Change Management?

When Should You Consider a Formal Change Management Approach?

Recent Project – Approach & Learnings

Key Takeaways

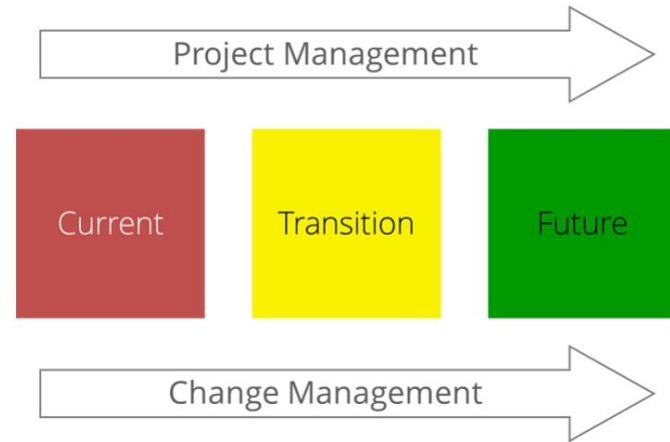
Q&A

What is Change Management?



What is Change Management?

Change management (CM) describes the process and tools used to manage the people side of change to achieve a required business outcome.

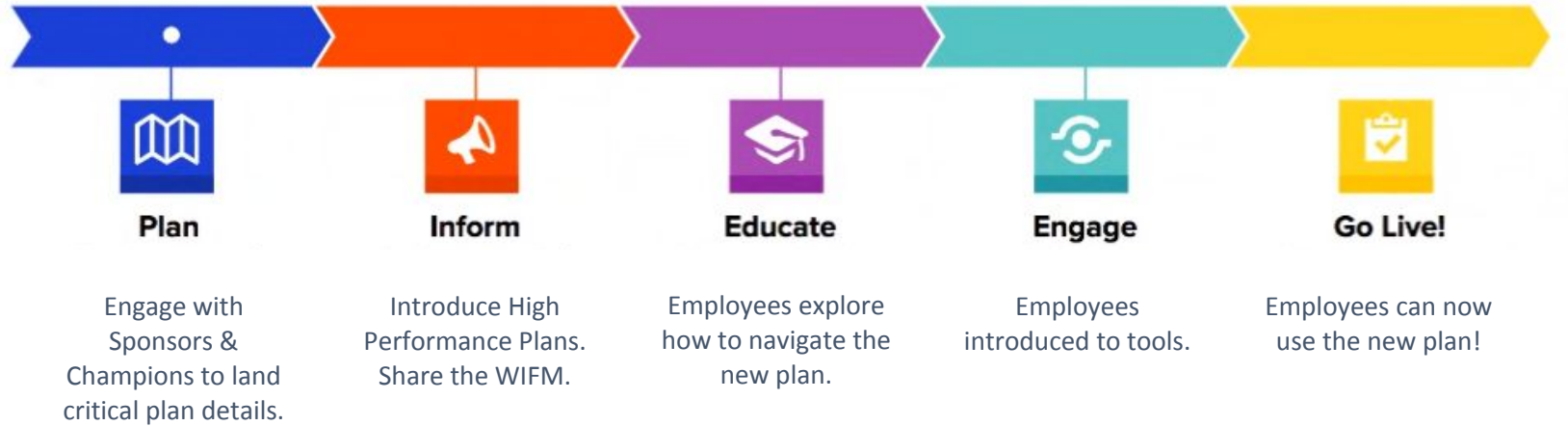


Source: <https://www.prosci.com/resources/articles/change-management-definition>

When Should You Consider a Formal Change Management Approach?

- ✓ Scale >1000
- ✓ Change is Significant
- ✓ Organization is risk averse
- ✓ Employees are skeptical of Leadership motives
- ✓ Adoption matters

Recent Project - Approach



TOUCHPOINTS

Change Champions

Videos, Intranet,
Leader Cascade,
Support Office
Hours

Weekly Newsletter,
Training & Ref Materials,
Town Hall, Support Office
Hours

Tools Active for Use,
Support Office Hours

Plan Activated,
Support Office Hours,
Adoption Survey

Recent Project - Learnings

1. Engage a front-line team as soon as possible
2. Communications
 - Understanding this type of change requires many communications over a period of time
 - Avoid 'Benefits Speak'
 - Start with the high-level 'What's In It For Me' (WIIFM)
 - Be crystal clear about changes when employees go to see their providers
3. Ensure you are staffed to handle a large influx of questions around open enrollment and go-live
4. Project Management needs to be more formal than in other projects and should be connected to CM

Incorporating CM as a Health Rosetta Advisor



Ugh, this is too much! What if I can just remember a few thing?

- ✓ Change Management isn't magic
- ✓ Include front line people early
- ✓ Avoid Benefits Speak

Questions?



Contact us for more information!

Ashleigh Gunter

ashleighg@guntergroupconsulting.com

GunterGroupConsulting.com