



# HIPP Rotation Structure

## Three Key Focuses of HIPP rotation structure:

- ✓ How do we make money?
- ✓ How do we develop and manage our service costs?
- ✓ What is our customer experience?

**Leadership.** For a company dedicated to improving the lives of the people we serve and the health of our communities, nothing is more important. That's why WellPoint has developed its Health Insurance Professional Program (HIPP). This accelerated talent management program is designed especially for emerging leaders, and is essential to WellPoint's ability to discover, define and develop tomorrow's health care leaders, today.

*HIPP associates rotate into one-year assignments that give them exposure and experience in our core health plan processes.*

## Sample Rotation Opportunities: How do we make money?

- Commercial Business Unit: Large Group Account Management
- Commercial Business Unit: Sales Support
- Commercial Business Unit: Large Group Underwriting

## Sample Rotation Opportunities: How do we develop and manage our service costs?

- Comprehensive Health Solutions Business Unit: Provider Network
- Comprehensive Health Solutions Business Unit: State Sponsored Business
- Comprehensive Health Solutions Business Unit: Health Care Management Central

## Sample Rotation Opportunities: What is our customer experience?

- Federal Government Solutions Business Unit: Federal Employee Program (FEP) – Operations Improvement
- Commercial Business Unit: Service Operations
- Commercial Business Unit: Service Operations – Reporting & Quality Improvement

## Our Core Health Plan Processes

Develop and manage networks

Develop Products

Price Right

Distribute/Sell profitable business

Provide for delivery of quality, cost-effective care

Pay claims, bill, and collect timely and accurately

Provide customer care



# HIPP Rotation Structure: How do we make money?

## Three Key Focuses of HIPP rotation structure:

- ✓ How do we make money?
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## Sample rotation areas that focus on how we make money:

- ✓ Account Management
- ✓ Sales Support
- ✓ Underwriting

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### Sample Rotation Opportunities: How do we make money?

#### Commercial Business Unit: Large Group Account Management

This role would have an opportunity to work one-on-one with employer customers, brokers, and consultants. It provides hands-on exposure to the financial rate setting process and a real world view of the customer experience. There may be some rotation between account management and underwriting with representation among various client segments.

#### Commercial Business Unit: Sales Support

This position would be responsible for assisting the Specialty Care Management business in developing a standardized process for the production of standardized clinical utilization reports on an account-specific basis that will be used to support the renewal and new business activities. Responsibilities would include obtaining and formatting clinical utilization data from Data View Decisions. The resultant analysis will be used to draw conclusions in support of new business and renewal activities in recommending customized proactive wellness and care management programs for identified market segments.

#### Commercial Business Unit: Large Group Underwriting

This position would be responsible for determining acceptability of insurance risks and appropriate premium rates for renewal and prospect employer groups in accordance with corporate underwriting guidelines and authority limits. Essential duties to include, but are not limited to: Calculates renewal rates for group cases based on analysis of group's experience, industry and demographics, Prepares annual settlements, ERISA reports, rate projections and post sale review.

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# HIPP Rotation Structure:

## How do we develop and manage our service costs?

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### Sample rotation areas that focus on how we develop and manage our service costs:

- ✓ Provider Networking
- ✓ Medical Management
- ✓ Product Innovation
- ✓ Cost of Care

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### Sample Rotation Opportunities: How do we develop and manage our service costs?

#### Comprehensive Health Solutions Business Unit: Provider Network

The primary responsibility of this role is to assist the directors of network contracting with the development of negotiation strategies for our network providers. This would include review of publicly available data, researching economic trends in healthcare, designing and standardizing presentations and talking points regarding contracting recommendations for external and internal audiences. Additional responsibilities include: (1) extensive market research regarding quality, affordability, healthcare trends, economic factors impacting the drive for affordability or evidencing the impact of healthcare costs on individuals, businesses and governmental entities; (2) creation and maintenance of a library of reference materials and key facts; (3) creation of white papers on key developments impacting healthcare and healthcare affordability; and (4) educating staff on key developments.

#### Comprehensive Health Solutions Business Unit: State Sponsored Business

Responsible for the development, execution and ongoing management of one or more programs/initiatives within the business unit, supporting business, operating and management strategies. This program manager may have responsibility for a piece of a larger enterprise/regional program or initiative. Essential duties include, but are not limited to: coordinates and manages the development and implementation of programs/initiatives, ensuring the programs/initiatives meet stated objectives. Provides subject matter expertise in response to day to day business issues; researches applicable subject matter practices and remains aware of industry trends; manages relationships and partners with corporate and regional business areas; develops success measures and performs periodic assessments of program/initiate success; other duties as assigned.

#### Comprehensive Health Solutions Business Unit:

#### Health Care Management Central

Responsible for the development and implementation of cost of care initiatives across the five Central Zone States (IN, KY, MO, OH, WI). Manages and leads cost of care meetings. Reports cost of care savings and trend status to leadership on a monthly basis. Ensures that pipeline initiatives, ranging in impact from \$100k to \$2M, keep moving at both the state and zone level. Attends and actively participates on state cost of care team calls. Great opportunity to get deeply involved with the benefit expense side of our business and understand how it impacts members and the bottom line.



# HIPP Rotation Structure:

## What is our customer experience?

### Three Key Focuses of HIPP rotation structure:

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### Sample rotation areas that focus on our customer experience?

- ✓ Service Operations
- ✓ Claims
- ✓ Enrollment & Billing
- ✓ Customer Service

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### Sample Rotation Opportunities: What is our customer experience?

#### Federal Government Solutions Business Unit: Federal Employee Program (FEP) – Operations Improvement

Plans, directs, and coordinates FEP project activities to ensure that goals or objectives of projects are accomplished within time frame and funding parameters. Has overall responsibility for planning, directing, and coordinating activities related to projects. Responsible for managing project team or teams that develop and carry out projects. Monitors project activities, ensuring the quality and integrity of the information. Projects managed support FEP Claims, FEP Customer Service or FEP Medical Management.

#### Commercial Business Unit: Service Operations

**Vendor Management Operational Reporting and Oversight:** Create and consolidate vendor management dashboard to monitor performance against service level agreements and performance guarantees. Support the creation of a comprehensive strategic sourcing roadmap that will focus on the top 40 suppliers. Additional responsibilities include translating strategies into executable action plans. **Strategic Planning:** Manage the development of the Service Operations 3 year strategic planning process. Primary duties may include: Directs monthly/quarterly reporting process and annual operating plan development. Ensures rationale is in sync with strategic direction. Leads business planning participants on requirements, analysis, and deadlines. May manage strategic projects, reports and analysis. Leads the development and direction of selected issues and projects.

#### Commercial Business Unit:

#### Service Operations – Reporting & Quality Improvement

Responsible for organizational support for the implementation of the operations-wide Quality Assurance program. Manage compliance by all departmental parties to the implementation project plan. Interact with senior leadership and functional leadership in defining reporting requirements. Collaborate with the central reporting organization in articulating specifications and consulting on reporting scope, format and schedule. Create a provider satisfaction survey similar to the one used in member interactions. Establish a common approach for survey application and management. Modify the existing associate assessment process employed for member service calls to meet the revised sampling methodology. Collaborate with Training staff to replicate assessment process for provider serving associates. Oversee the creation of an online Quality resource tool.