Driving Growth and Producer Satisfaction at Health First

CANIDIUM

+

healthfirst®

"Canidium was a true partner for Health First, helping us to establish the right foundation for our strategic needs – both now and in the future. Their team demonstrated domain expertise in Health Insurance as well as technical expertise with our source systems and the SAP solution. We finally have the platform we need to keep our independent producers and agents satisfied and engaged as we grow our business."

— Russell Bradley, Former VP of Operations, Health First

QUICK STATS

- Industry: Health Insurance
- Employees: 9,000+
- Founded: 1995

KEY CONSIDERATIONS

- Scalability
- Data Integrity
- User Adoption
- Budget & Timeline Discipline
- Future-Proofing

BUSINESS CHALLENGE

Health First, Central Florida's only fully integrated delivery network (IDN), needed to ensure strong broker and agent alignment within its sales channels. A robust Sales Performance Management (SPM) program was critical for maintaining loyalty and satisfaction, but their existing infrastructure was unreliable, hard to scale, and risked undermining broker confidence.

Health First's growth strategy also relied on expanding into new markets through an Independent Producer channel. Without the right governance, processes, and technologies, the insurer faced challenges in delivering a seamless broker/agent experience and scaling its sales performance management effectively.

CANIDIUM SOLUTION

- Canidium implemented SAP Sales Cloud – Insurance Compensation Management (ICM) to automate and streamline Health First's SPM processes.
- Built a data management platform leveraging Informatica to support inbound and outbound integration needs.
- Designed, implemented, and deployed the solution on budget despite scope and timeline challenges.
- Leveraged Canidium's deep healthcare industry expertise and SAP specialization to align systems and processes.
- Integrated with agent-facing and policy administration systems to optimize usage and improve overall agent experiences.

TECHNOLOGY USED

- SAP Sales Cloud – Insurance Compensation Management (ICM)
- Informatica Data Management Platform
- Integration with Agent-Facing and Policy Administration Systems

SOLUTIONS - IMPACT - RESULTS

Reduced Overhead and Risk
Streamlined administration and reporting processes while lowering audit and scalability risks.

Optimized Headcount
Allowed Health First to reduce support resources needed compared to prior infrastructure.

Improved Agent Experience
Delivered a seamless SPM process for front office, back office, and independent producers.

Foundation for Growth
Established the right platform to support Health First's expansion into new markets.

Sustained ROI
Enabled Health First to realize long-term SPM goals and ensure system adaptability for future needs.

Health First partnered with Canidium to implement SAP Sales Cloud ICM, ensuring scalable compensation management, seamless agent experiences, and a strong foundation for market expansion.