

## Sentara



**S E N T A R A**®

### Industry:

Healthcare & Life Sciences

### Technologies:



## Customer

Sentara is an integrated payer and provider composed of Optima Health Plan and Sentara Healthcare. Optima Health provides a wide range of health plans to its 590,000 members, a quality network featuring more than 35,000 providers, and supporting wellness programs to help its members improve their health.



## Challenge

Sentara's main initiative objective was to streamline the quoting and enrollment solution by expanding the use of Salesforce CRM and addressing the need to manage renewals efficiently. Not having all the Lines of Business (LOBs) managed in the same system for commercial employers presented a significant challenge in providing:

- A streamlined and competitive shopping experience
- Visibility into active sales, enrollment, and renewals
- Tracking Key Performance Indicators (KPIs)



Sentara leveraged Eagle Creek to

- Provide Salesforce Industries Program leadership
- Partner on Guided Workflows and the Automation of redundant steps
- Provide strategic planning and expand the broker digital experience across all LOBs (e.g., small group, mid-market, and large group)

Sentara's digital transformation was realized through

- An expanded Salesforce footprint that encompassed all the LOBs
- Metric-driven dashboards with optimized supported KPIs
- Developed automated quoting and enrollment flows that increased efficiencies/scalability as well as reduced errors
- Actionable automatic notifications for brokers

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>