

# Kidney Care Program Design and Implementation Roadmap Case Study



Integrated payor provider develops market entry roadmap for novel kidney care program

## Background and Objectives

A market-leading integrated pharmacy, insurance benefits, and healthcare services provider was launching a new outpatient services venture in two pilot markets. The client asked BCE to support planning activities; from program strategy development, to initiative planning, and implementation. The goal was to develop an end-to-end playbook to guide program launch in initial markets, as well as expansion areas in the long term.

## Approach

BCE began by evaluating broader program objectives and proposed timeline for the two initial launch markets. We engaged the core client team, in-market partners, and additional company assets to clearly define strategy pillars, supporting tactics, and associated resource requirements.

For each strategy pillar and initiative, BCE mapped individual activities to individual team members/leads, resource requirements, dependent steps, and required timelines. This included coordination between 30+ client team members with roles in program implementation.

## Recommendations

Outputs informed a master playbook for new market entry along with nuanced recommendations for program elements to tailor to individual market conditions. The playbook included recommendations for communication cadence and tracking/project management modules for each workstream.

