



Customer profile

Medical Health Plan Provider

Healthcare | United States

Thriving through change with role-optimized technology

Health plan provider collaborates with Dell Technologies to empower its employees and streamline device management.



A major medical health plan provider relies on Dell Technologies PC-as-a-Service and Dell Lifecycle Hub to furnish its workforce of over 15,000 full-time and temporary employees with compute devices that fit their needs. Organizational productivity takes a leap while efficient hardware rollouts keep everybody productive.

Transformations



Aligns device management with organizational workforce planning.



Gives IT leaders time to address upstream, strategic challenges.



Delivers a high-quality, productive user experience.

Outcomes



Cuts device deployment times by over 95%.



Empowers employees with compute solutions that match their user personas.



Performs workforce hardware refreshes with extreme speed.



Minimizes the risk and cost of lost devices.

Providing excellent medical care plans is one reason that one of the largest managed health plan providers in the U.S. is growing quickly. Another is that it is committed to empowering its employees. The organization's workforce grows through acquisitions and ongoing hiring. Plus, hundreds of contractors help manage the service workload during open enrollment periods.

Reinventing device asset management

The organization always provides employees with computers that fit their roles. In previous years, it was difficult to promptly deploy devices when employees started and retrieve them when they left. To minimize costly inefficiencies, IT managers decided to contract leasing and lifecycle management services instead of purchasing outright. However, an engagement with a service firm faltered because of poor coordination between that vendor and the hardware provider.

End-to-end services from a best-fit provider

Next, the IT team connected with Dell Technologies and chose its PC-as-a-Service (PCaaS) offering. This step immediately eliminated the challenges that develop when different companies deliver the services and hardware. IT planned on using PCaaS to source and deliver computing devices and handle management and support internally, but chose to expand PCaaS following a positive review. A principal architect at the health plan provider says, "Given our comfort level and trusted relationship with Dell Technologies, there wasn't a better choice than having them manage the full lifecycle of our devices."

Today, the organization pays a predictable monthly fee for computers, peripherals and services that include device configuration, delivery, user support, asset recovery and planning guidance. Since early 2020, the health plan provider has also used Dell Lifecycle Hub (LCH) to simplify device provisioning, refreshes, exchanges and returns.

Rapid device rollouts and updates

Soon after the health plan provider decided on PCaaS, it was time for a technology refresh. Dell Technologies quickly rolled out 5,000 new laptops to employees, followed by another 5,000 a few months later. Since then, Dell teams have facilitated large, rapid deployments of laptops when the organization acquires businesses. "By working with



"Given our comfort level and trusted relationship with Dell Technologies, there wasn't a better choice than having them manage the full lifecycle of our devices. Dell PC as a Service combined with Dell Lifecycle Hub have transformed how we manage end user computing today."

Principal Technology Executive
Health Plan Provider



"By working with Dell Technologies and using properly designed financing, we can bolster our inventory and make equipment available as people need it."

Principal Architect
Health Plan Provider

Dell Technologies and using properly designed financing, we can bolster our inventory and make equipment available as people need it," the principal architect says.

When devices had to be updated to Windows 10, Dell again came through. "We relied on guidance from Dell Technologies in our hardware configurations," the principal architect explains. "For many team members, seeing consultants quickly swapping out devices was their first great experience with Dell. Getting close to 15,000 employees on Windows 10 would have taken a lot longer without the experience and skills of Dell Technologies."



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Principal Architect

Health Plan Provider

Persona-driven device selection

While almost everybody has a Dell Latitude laptop, staff use different models depending on their needs. The IT and HR teams work together to assign new team members a user persona, which comes with a device type. Personas match the needs of executives, developers, clinic-based and traveling care providers, and others. They include detailed requirements, for example, for monitors or signature capturing. To improve cybersecurity, the organization will transition to thin clients instead of the richly featured Latitude laptops for the contractors who assist during open enrollment.

An IT director at the health plan provider says, "We defined our user personas in collaboration with Dell Technologies and are always working closely with them to update the personas and keep us aligned."



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IT Director

Health Plan Provider

Immediate, productive user experiences

Dell shipments have been consistently reliable even as the pandemic disrupts supply chains. The principal architect notes, "LCH enables us to enhance the user support experience with a dedicated team that shaved our 15-day deployment cycle down to 2 days. Employees receive their devices faster than ever and can be productive from day one."

When the LCH team ships devices and peripheral kits to employees, these packages and their contents carry the organization's brand. "We've received a lot of positive feedback from executives and team members who told us that they thought the packages looked great and that the included documentation was professional and easy to follow," the IT director says. "They also like that they can track their shipments."

Easier workforce planning and more strategic IT

The organization's collaborative planning with Dell Technologies helps keep employees provisioned with hardware during high workforce turnover. "We're working with Dell to secure the right inventory in LCH," the principal architect explains. "We often need

to provide new hires with equipment while we're still waiting for devices to come back from workers who resigned, which means raising inventory levels. I couldn't imagine doing this without the insight we gain in our partnership with Dell Technologies."

LCH provides automatic updates regarding the status of device orders, shipments and package contents. The IT director says, "Business and hiring managers get fewer but better communications from IT and are extremely happy with the improvements."

In the past, several thousand computers were unaccounted for. Today, that number, along with the associated cost, is approaching zero. Exiting employees can return devices in the packages that the LCH team prepares and postmarks. This gives IT managers time to focus on other tasks and initiatives. The IT director says, "Rather than attending to concerns about device provisioning and delays, I can address upstream challenges that I can actually fix."

Teaming up to power growth

During the pandemic, the health plan provider has continued to grow, onboarding as many as 150 people a week. "The power and speed of the dedicated Dell team behind LCH are incredible," the principal architect comments. "I have nothing but praise for them in proactively helping us plan and provision employees with devices."

PCaaS and LCH make it easier to onboard teams following an acquisition. The IT director explains, "New management colleagues tell us that they are surprised by how well our processes are orchestrated and how easily and reliably new employees receive their equipment."

Throughout their collaboration, organizational stakeholders and Dell Technologies meet regularly to address emerging workforce technology needs. Dell syncs with both IT and HR in workforce forecasting and planning meetings. The principal architect concludes, "I'm not successful unless the team around me is, and Dell Technologies is a huge part of that success."



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