

2024

**Enrollment
Technology
Strategy Seminar**

Ready for Innovation

Beyond Buzzwords: Decoding Digital Transformation Realities

Beyond Buzzwords: Decoding Digital Transformation Realities



Ashish Garg

Partner

PWC



Brandon Cook

Director, Relationship Management

Prudential



Beata Rogala

Chief Operating Officer

Centro Benefits



Jennifer Pierce

Assistant Vice President, InsurTech Partnerships

Lincoln Financial Group



Patrick Sullivan

VP, Insurtech Partnerships & Digital Transformations

Lincoln Financial Group

Most companies are busier than ever digitizing...

...but digitizing what your company has always been doing is no longer enough to gain a competitive edge.

Modernizing core platforms	Enabling remote / hybrid work	Implementing sales pipeline and quotation systems
Upgrading systems to latest release	Improving workforce analytics	Upgrading to cloud-based systems
Automating financial reports	Implementing new supply chain systems	Harmonizing data structures
Building data and analytics insights	Establishing e-commerce channels	Implementing CRM
Implementing HR platforms	Improving digital marketing	Upgrading finance systems

To unlock new sources of value, insurers must move beyond incremental and isolated digitization to having digital fuel transformation across all business dimensions

SINGLE PURPOSE /
ISOLATED FUNCTIONS

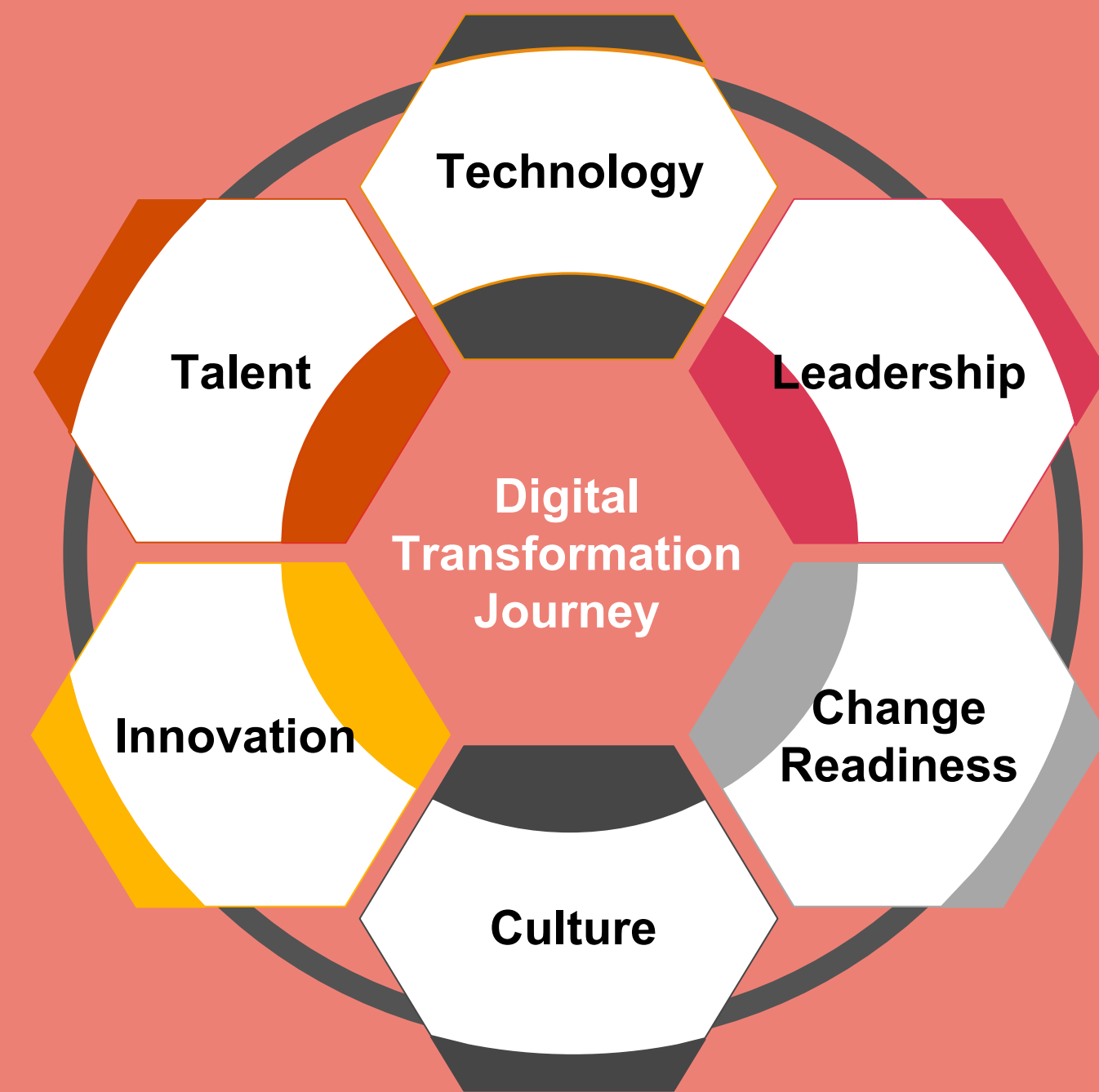
DIGITIZING POCKETS

- Digital marketing
- Digital touchpoints — web / app / social media
- Digitizing agents
- Digital sales / distribution
- Digital self-service

ONGOING CHANGE /
WHOLE ORGANIZATION

DIGITALLY TRANSFORMED

- End to end digital lifecycle
- Human and machine working together in production environments
- Autonomous / semi-autonomous decision-making and analysis
- Significant volume of real-time, straight-through processing
- Service-to-purchase journey enabled through digital touchpoints and platforms
- Single, integrated view of the customer / broker



...and requires more than just new technology.

Digital Transformation Framework

1. Vision, Strategy, Roadmap

- Vision should be easy for anyone in the organization to understand
- Strategies should be specific
- Roadmap should zoom out 3 years out but zoom in 12 months in to articulate near-term delivery of user value

2. Define the Problems to Solve

- We solve Business Problems
- Technology is enablement
- Our internal problems usually become customer problems

3. Governance Model

- Who and how will make resourcing and funding decision
- Who and how will make product/solution/technology decision
- Annual planning doesn't work when you can't answer every question for the XYZ Committee to approve the BC

4. Success Metrics

- Operational efficiency is too generic and too scary to most stakeholders
- Success should be tied to growth objectives

5. Mobilizing the Organization

- Gaining trust, engaging and driving participation
- Sustaining the momentum

Case Study: An Employee Benefits Leader leveraged a “Digital Surround” approach to rapidly enable digital connectivity across the insurance value chain



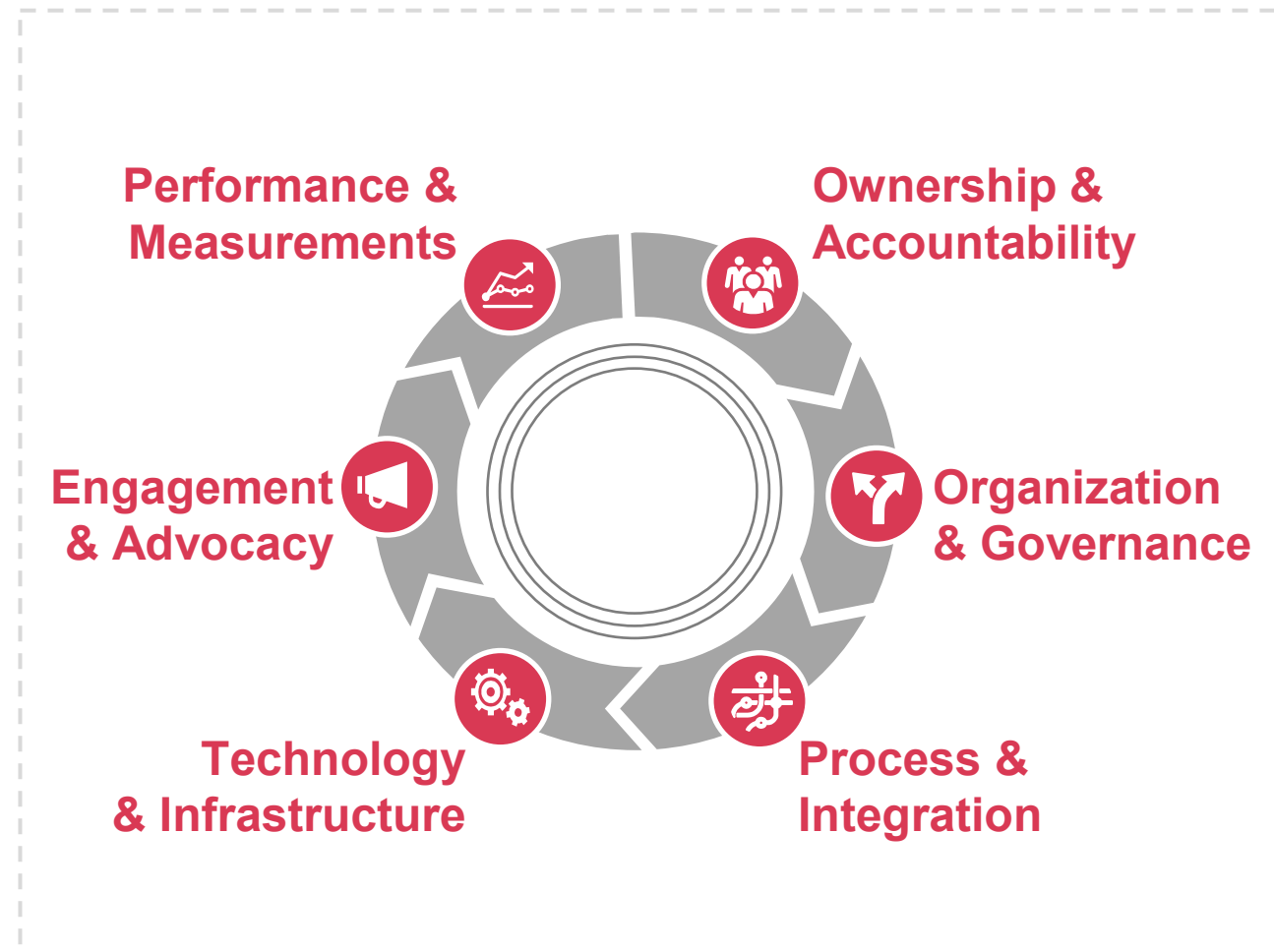
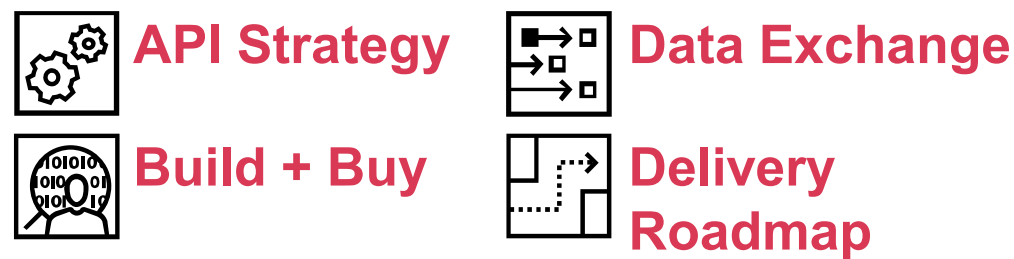
Case Study

A group and voluntary benefits carrier was looking to drive digital transformation through real time connectivity with its partners (e.g. Ben Admin, HCM, GA, Broker) across the insurance value chain to enable a future state customer experience that was key to its growth strategy

The Carrier defined its role in the market based on their growth aspirations

And prioritized areas of digital transformation required

While creating a target operating model to sustain their transformation



- Priority 1 Partners
- Priority 2 Partners
- Priority 3 Partners

Ben Admin Data Integration Conceptual Solution Architecture

Application Name	vCore	Worker	Memory	Words
workshops-mls-ppl-gp-mls	0.1	1	500 MB	1.0
workshops-mls	0.1	2	500 MB	1.0
workshops-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0
workshops-mls-mls-mls-mls-mls-mls-mls-mls-mls-mls	0.1	2	500 MB	1.0

Change Management

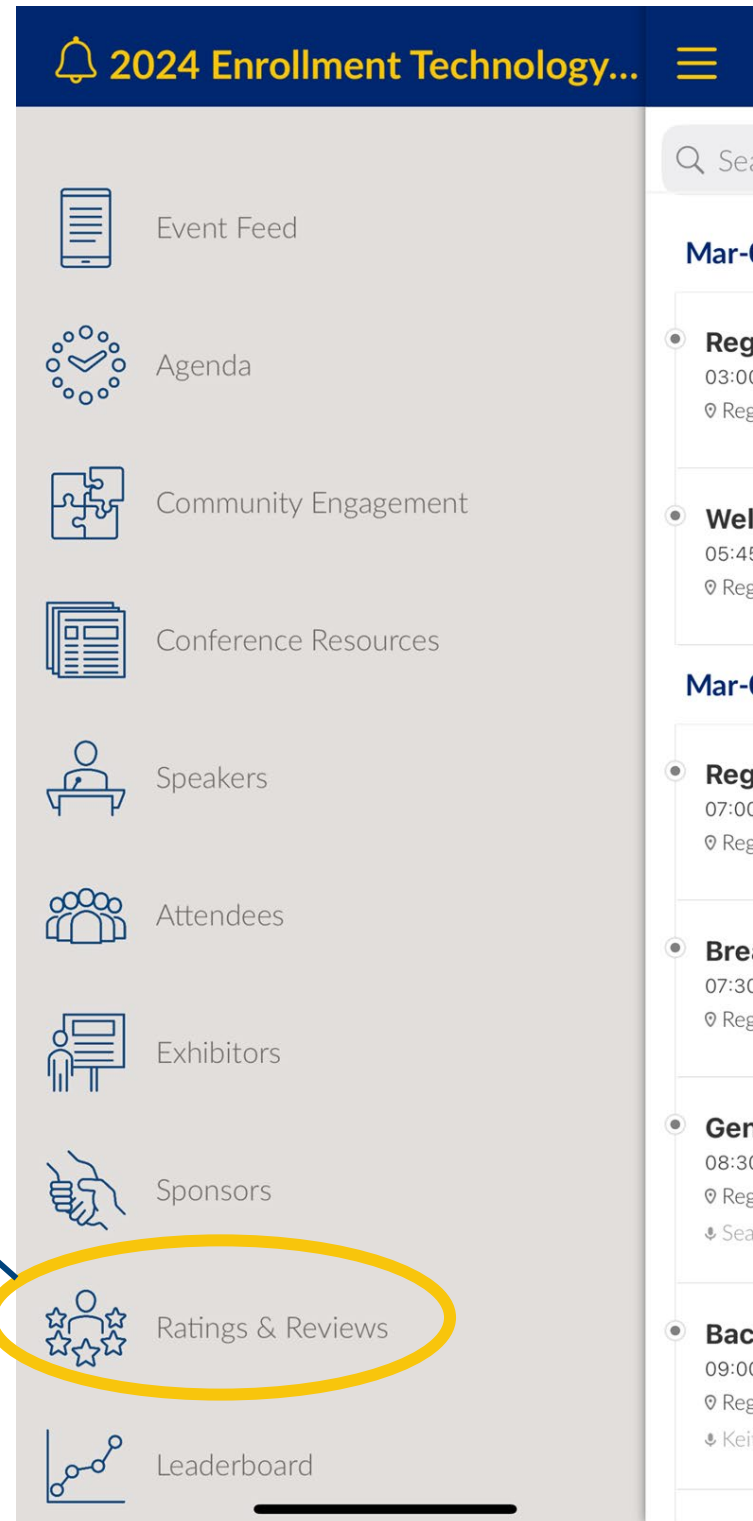
A clearly defined strategy...

...informs execution of technology transformation...

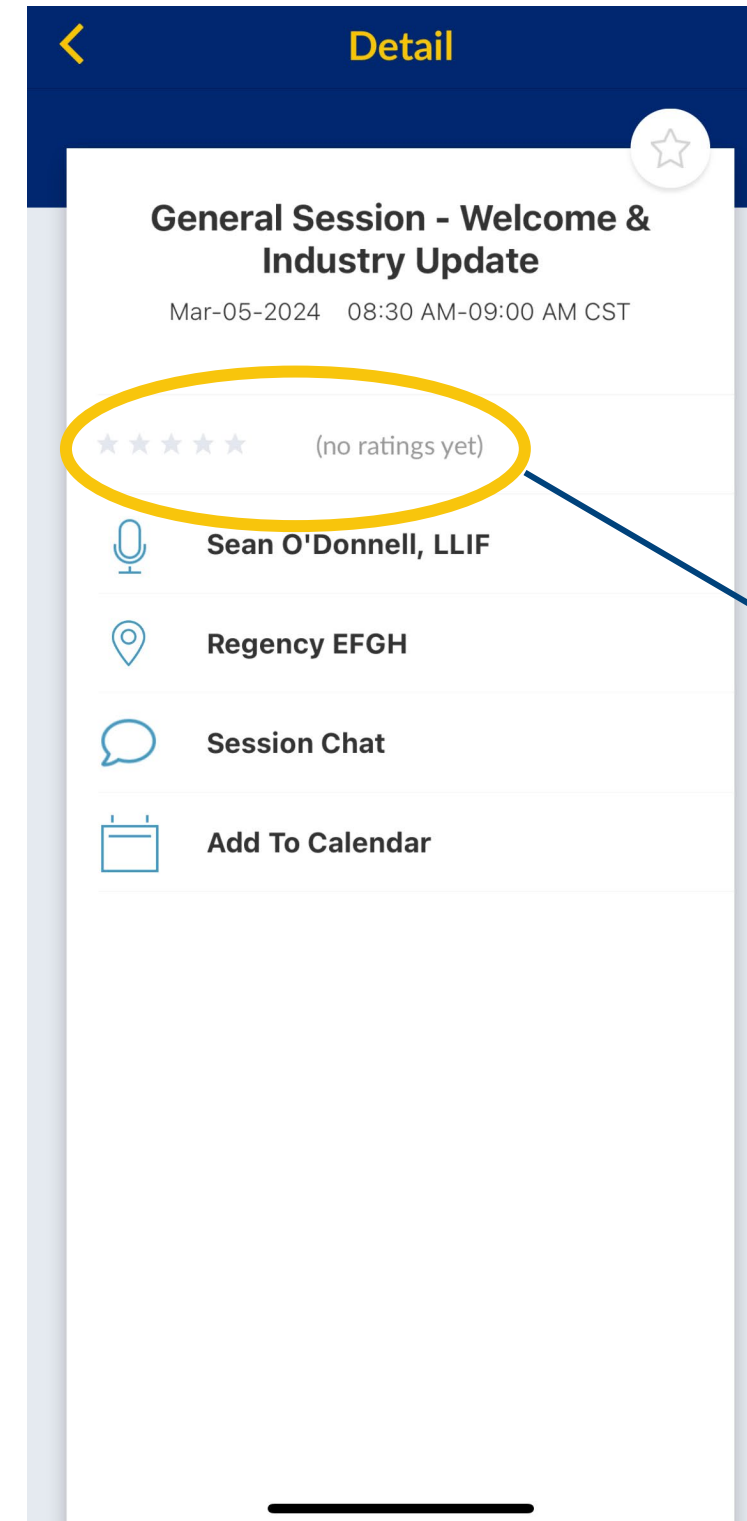
...and the operating model to drive success

We Want to Hear From You. Leave a Rating & Review.

Module Option



Agenda Option



Thank You



Navigate With Confidence