knowledge17

WORK at LIGHTSPEED

The Power Of ServiceNow Express Enhances Client Experiences

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WellDyneRx

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servicenow

Who Am I?



Grew up in North Carolina

Attended Appalachian State University

Currently live in Florida



Worked in Healthcare for 20+ years

Experience with Prescription Benefit Managers (PBM)

Most jobs are in Client Services



Create new processes

Find ways to reuse technology

Remove inefficiency

Managing clients

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I’m not in IT

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WellDyneRX – An Introduction

- WellDyneRx serves members through 65,000 pharmacies nationwide.
- Mail order facilities fill more than 1 million prescriptions per year



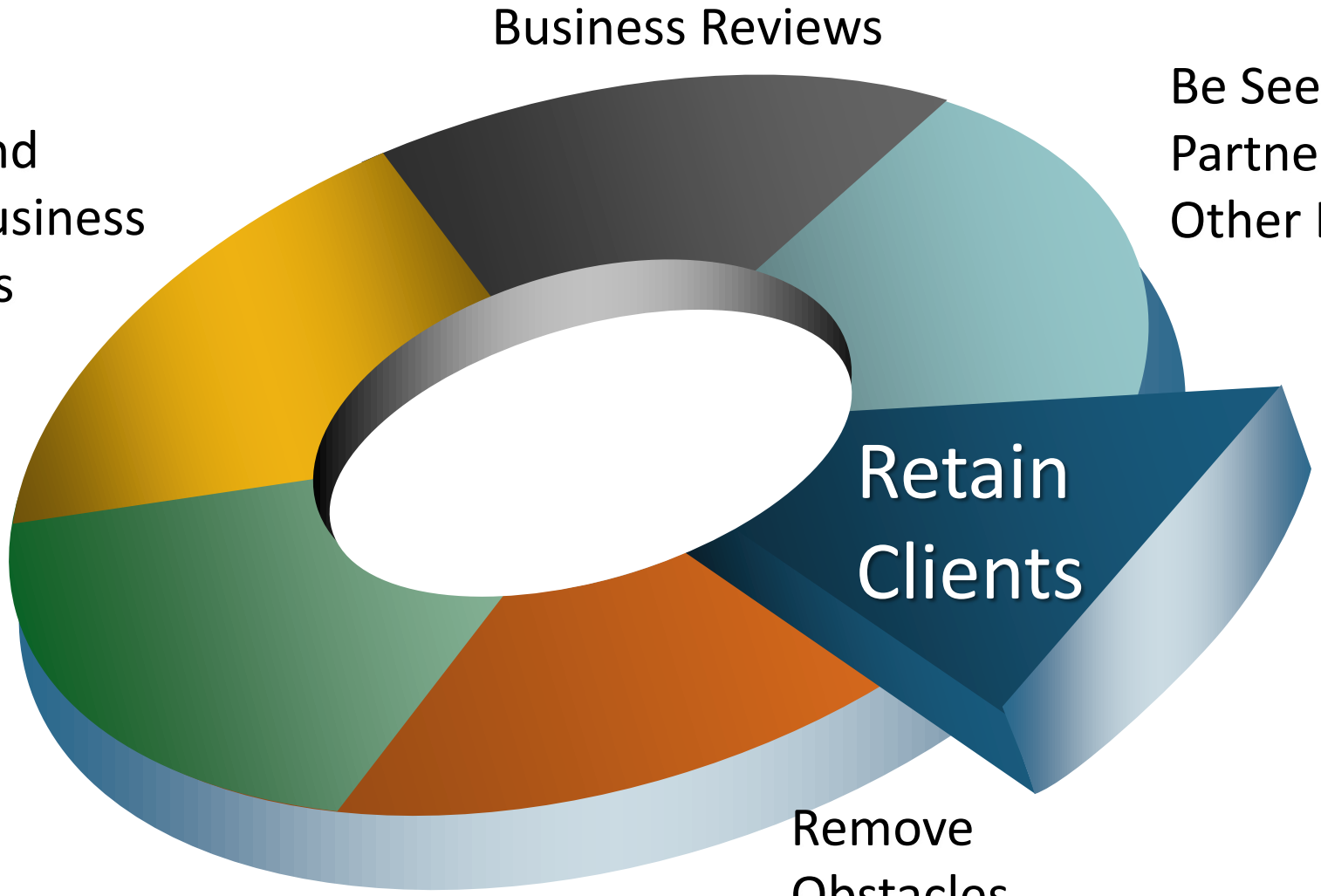
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WellDyne Healthcare Services



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Client Services



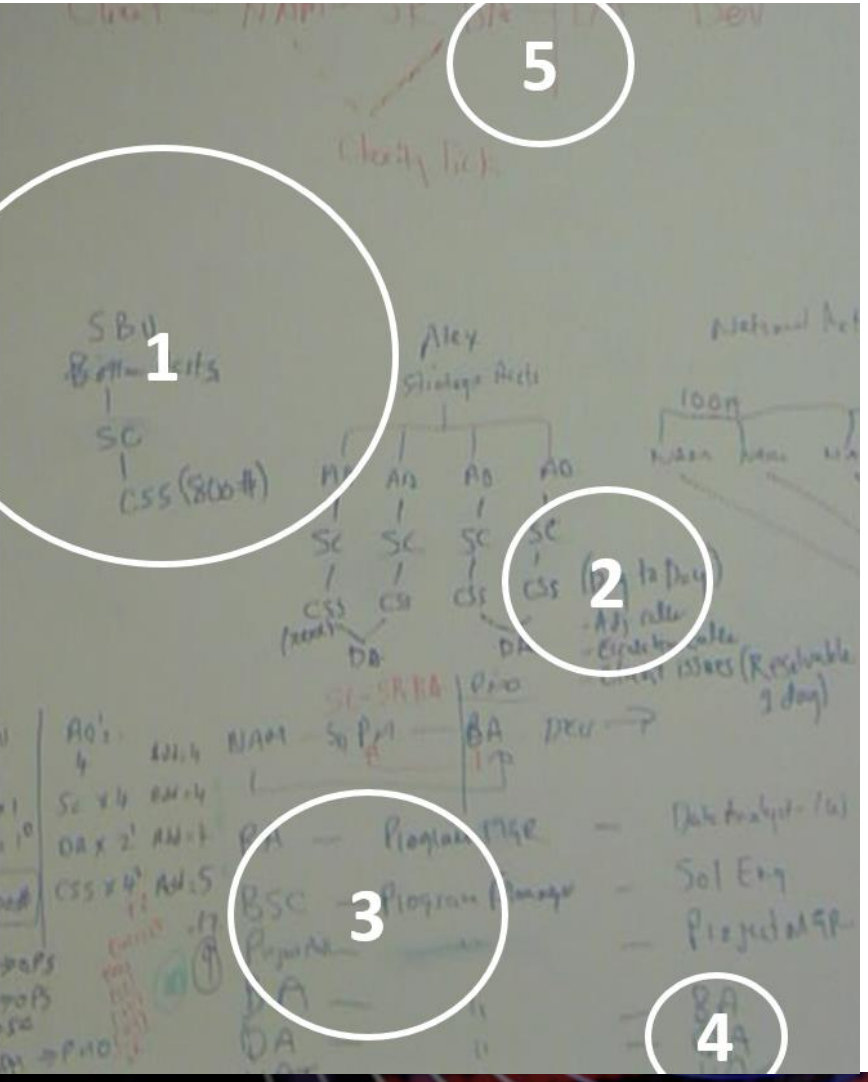
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So What's the Problem?

- IT Alignment = _____
- It's a feeling that people experience
  - IT doesn't care about my processes
  - IT doesn't know what we do
  - The business is the last to know
- The "new business employee" has changed
- Rigid technology that is not built around how the business and end user operates



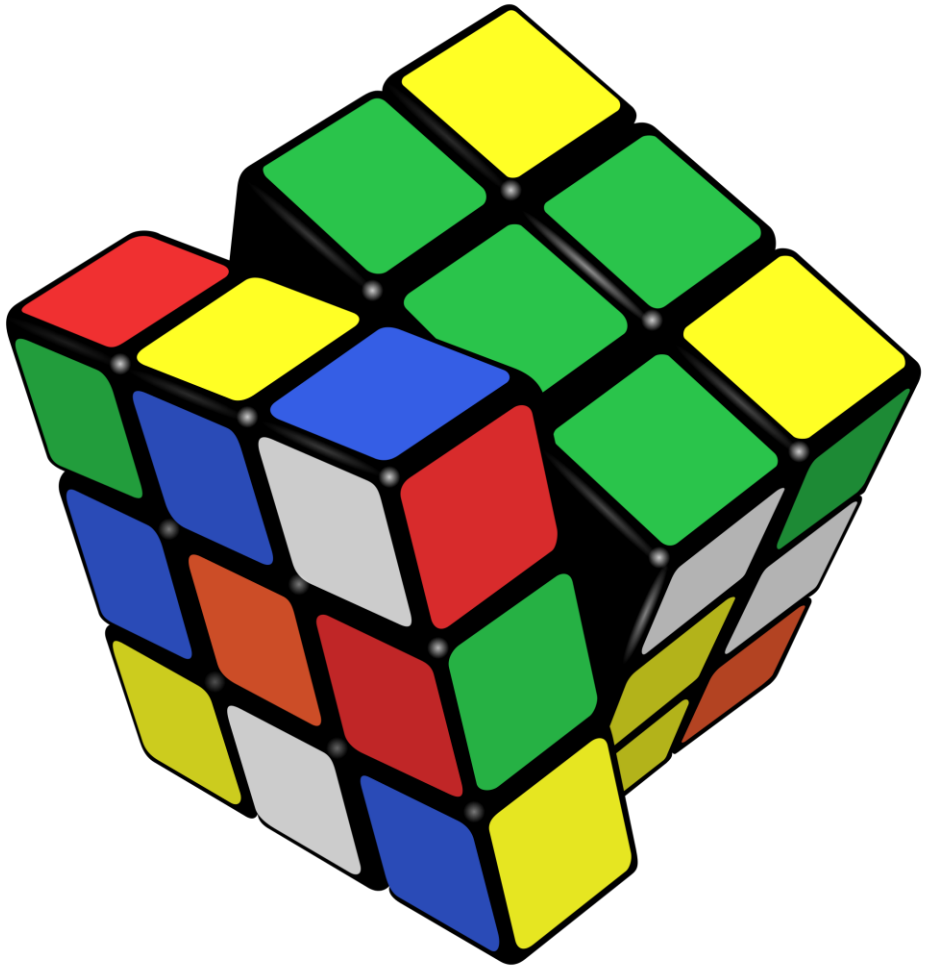
What Was The Motivation?



1. Needed to provide team a workflow tool
2. Wanted KPIs
3. Needed integration to other tools
4. Wanted correct assignment of work
5. Reduce redundancy

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Problems to Solve?



- Quick To Solve Problems
- Use My Business Processes
- I Need Help On My Schedule
- Manage My Own Data
- I Need It Done The Right Way

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What Qualities Do I Hire?

1. Shares my passion
2. Is ambitious
3. Isn't concerned with job descriptions
4. Can perform some functions of a business analyst
5. Ability to understand how to use and reuse technology

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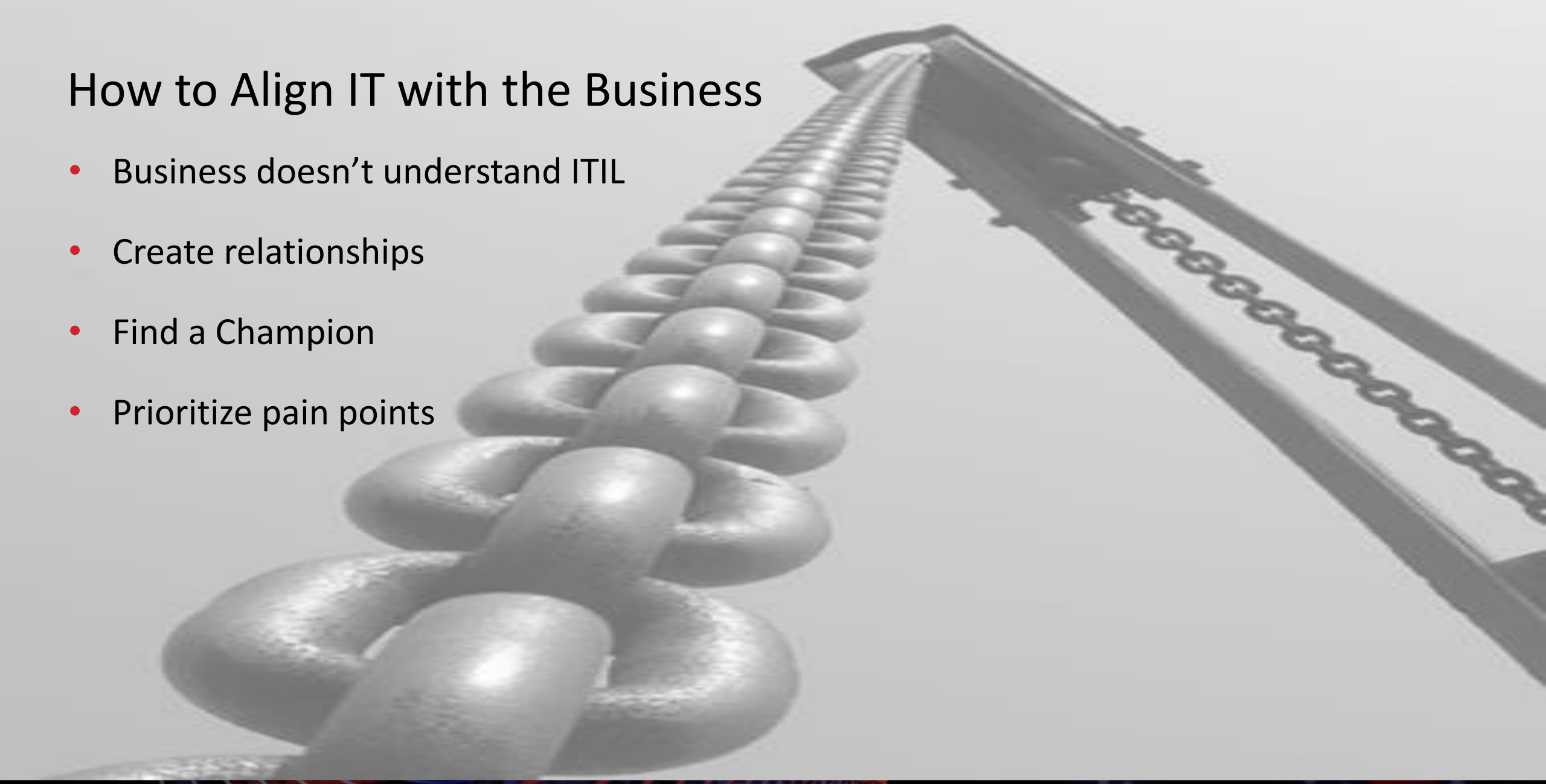
How To Find The Non IT Person

- Find the person that wants to problem solve
- Find the person that always asks: help me understand or why is that?
- Find the person with an ability to grasp new things faster than others
- Find the person with an ability to explain what they know better than others
- Find the person with a focus on solving real-world problems using concepts and skills from multiple subject areas

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How to Align IT with the Business

- Business doesn't understand ITIL
- Create relationships
- Find a Champion
- Prioritize pain points



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Find Your Champion

- A champion will take your vision and translate it into reality
- A champion will align the business to your solution
- A champion will teach others how to help you
- A champion will help you develop trust at all levels
- A champion will develop win-win solutions



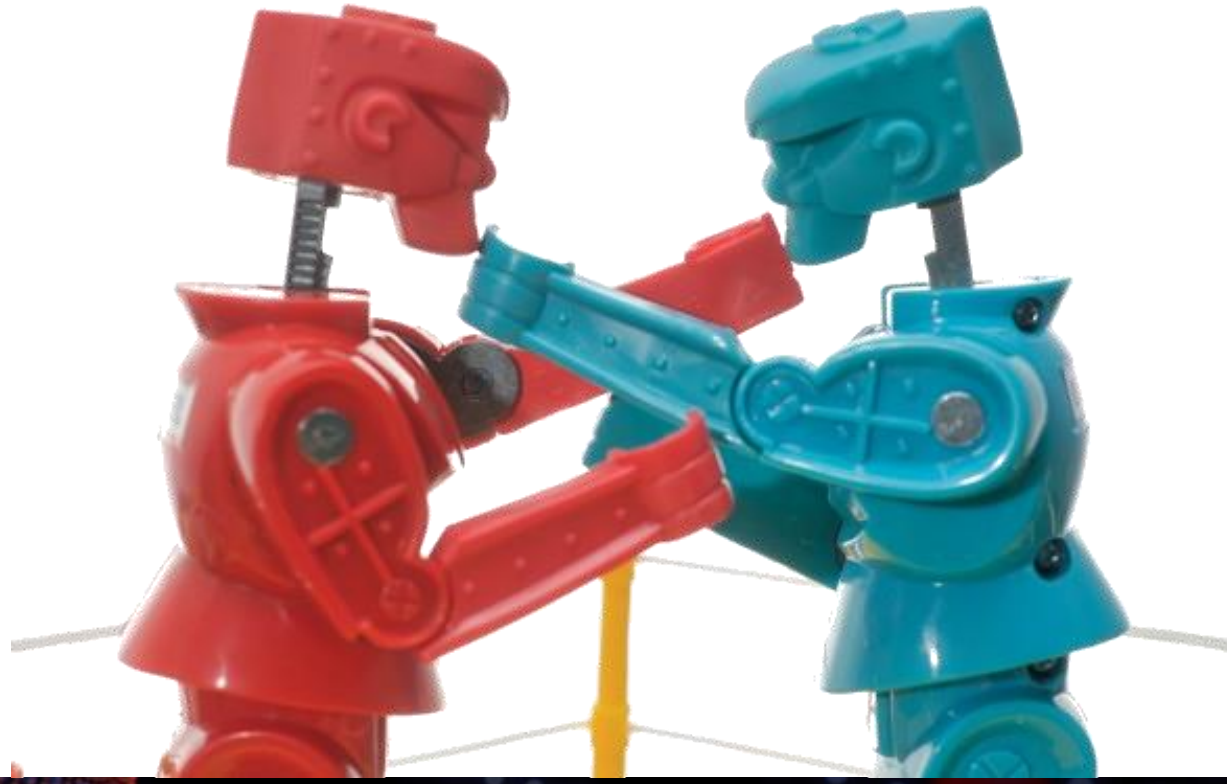
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Selling Your Service To The Business
- The 5 IT vs. Business “Battlegrounds”

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Battleground #1: Communication

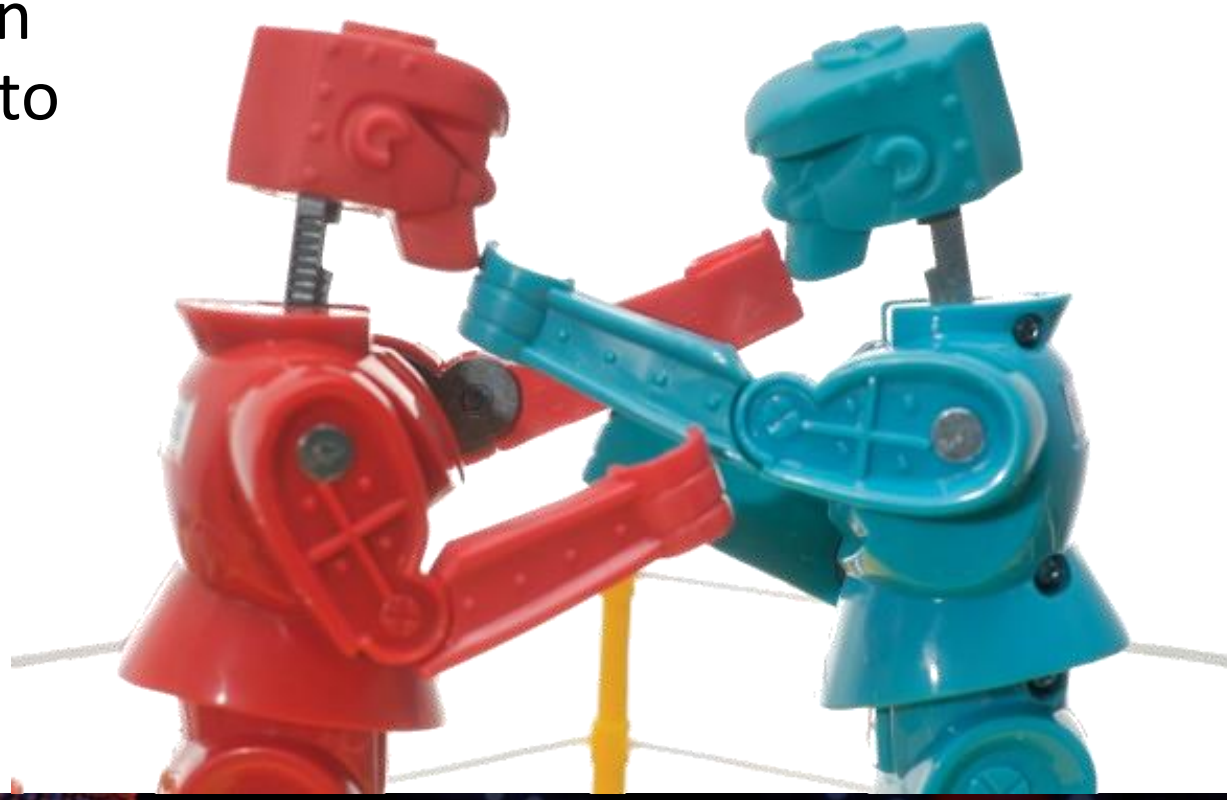
- Business claims to have no idea what IT people are saying
- Little patience for figuring it out
- They stop listening at the first hint of technical jargon



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Battleground #2: Respect

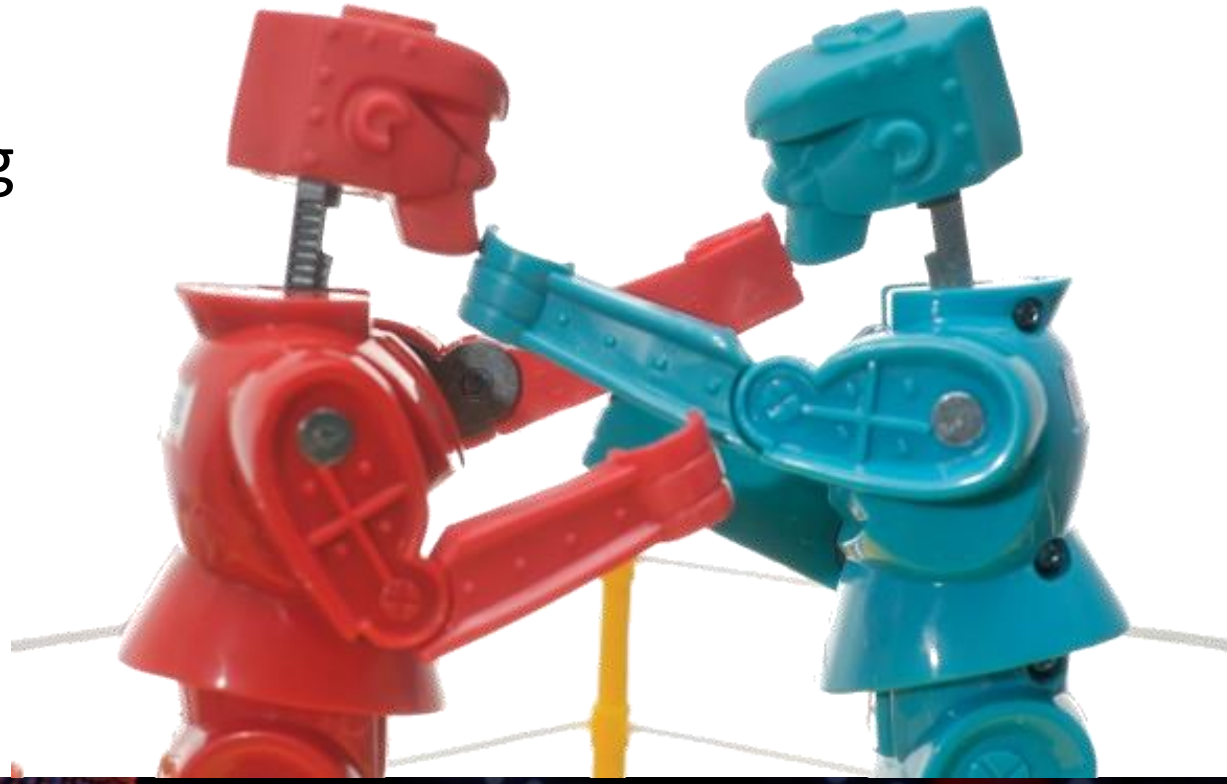
- The "computer people“ keep the lights blinking and no one seems to care
- Anyone in the company, high or low on the organization chart, has the ability to openly criticize your efforts.



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Battleground #3: Process

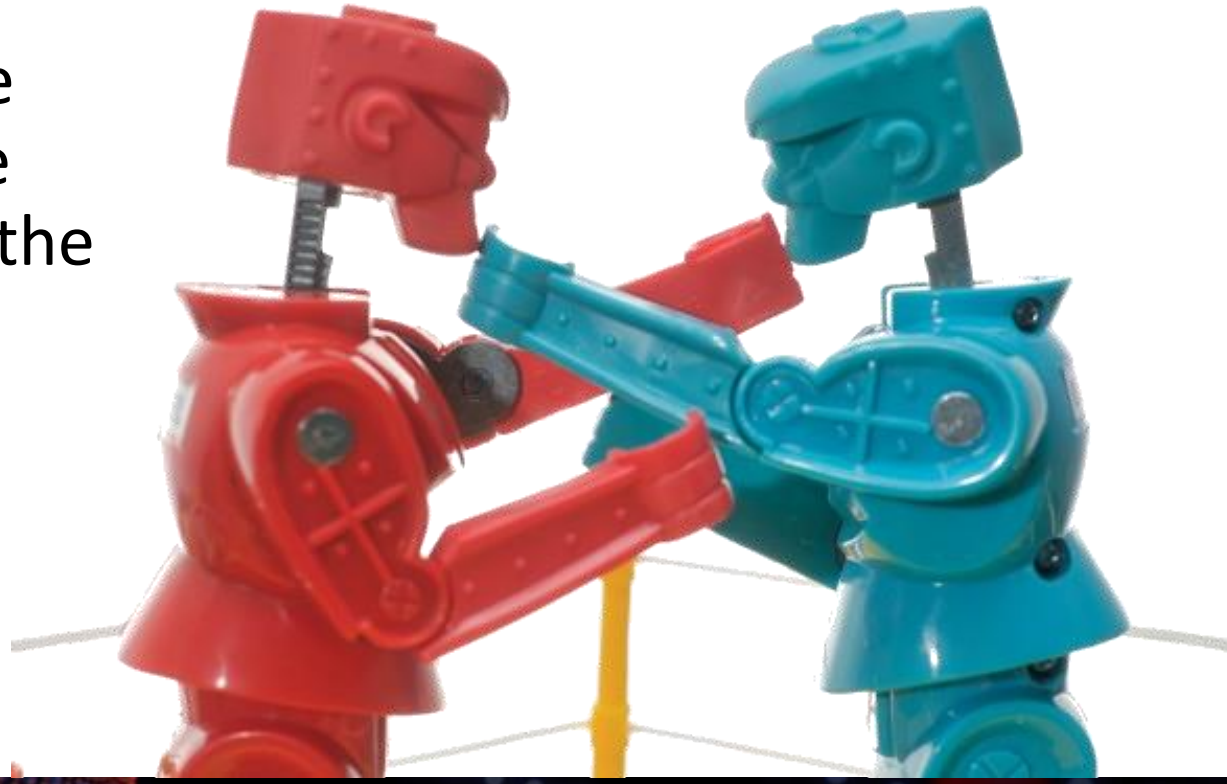
- If there is any perception that the ticketing process can be circumvented, the system will produce more tension than it relieves
- People are happy to be patient as long as the process is fair
- Hijack the "IT guy" in the hall can only lead to widespread



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Battleground #4: Balance

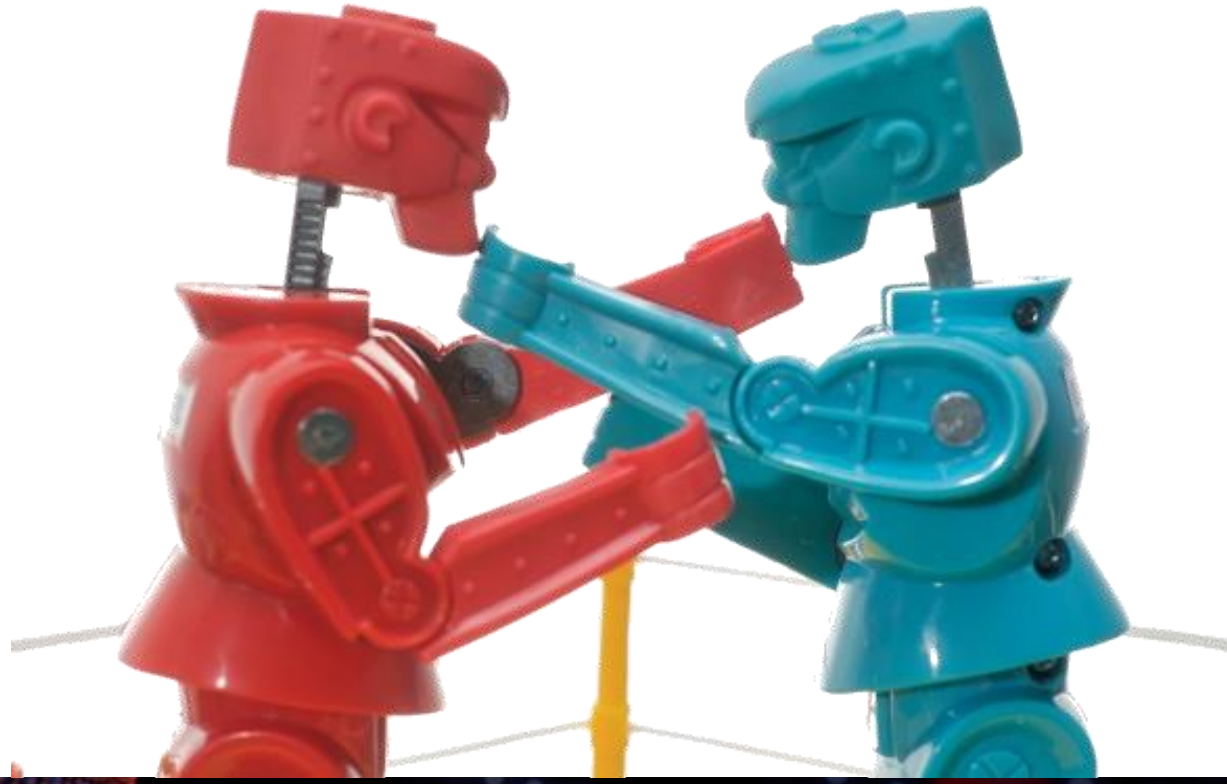
- Standards and policies are essential but are seen as restrictive and bureaucratic by the business
- Product selection becomes finding the most common needs across the entire business rather than accommodating the uniqueness of each department
- Mobile devices and the cloud are the new front line in the battle between IT and the departments



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Battleground #5: Commitment

- Without leadership from the business, IT staff are forced to battle with department employees on their own and without the authority needed
- More often than not, the blame for the unpleasant experience will fall back on IT, not on the complacent department head



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From “Frenemy” To Friend

- Clearly establish a Business Sponsor AND an IT Sponsor
- Set up regular Program Governance structure and meetings
- Establish an unbiased 3rd party as Program Manager
- Document every risk that could happen and every issue that does
- Change “finger pointing” sessions to “fact finding” sessions
- Understand and document root causes of every issue



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Outcomes

- A collaborative relationship achieves the desired business outcome
- The conversation remains strategy and solution focused
- Bridges the gap between silos
- IT and the business have a customer-centric view

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Top 3 Takeaways

1. A rigorous combination of dialogue, 3rd parties, and facts can overcome even the most challenging relationships

2. IT's value to the business is knowledge as a service

3. Know your customer and show understanding



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Take the Survey

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Thank You

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