

Small Group Product Manager

Client Type:
Health Plan

Duration:
5 Months

Project Scope:
Annual Product Filing

Team Size:
1 Full-Time Consultant

Problem

Our clients' Small Group Product Manager was going on maternity leave and their **annual product filings** were due right when she would return. They determined backfiling internally would stretch the department too thin and an interim resource would be necessary to help with the workload.

Solution

The consultant was able to **complete the client's product source documentation** and make decisions on open items. They also led implementation on the expansion of eligibility for small groups, initiated marketing department activities, and completed a competitive analysis for a discount program and alternative sources to primary care.

Response

After thoroughly reviewing the client's needs, Jacobson provided a professional with Affordable Care Act knowledge and **product management, strategy and implementation experience**. This expert was tasked with documenting plans and benefits, working with sales and actuarial teams to finalize plans and more.

