

# Transforming enterprise planning for healthcare payers

Navigate change, gain clarity,  
and enhance member experience



## Outdated planning puts payers at risk amid shifting regulations

Healthcare payers face mounting pressure to adapt in a cost-intensive, tightly regulated environment. Changes to the Medicare Advantage rate and risk model, Medicaid redeterminations, data-sharing rules, and star ratings are reshaping strategies — and broader policy shifts are expected. At the same time, member expectations and competitive pressures continue to rise.

Yet many organizations still rely on legacy systems, spreadsheets, and siloed tools. This fragmentation

limits visibility across finance, workforce, and commercial functions — delaying insights, increasing risk, and threatening margins and compliance. It also makes it harder to respond quickly to reimbursement changes or performance-based incentives.

To lead with confidence, payers need a flexible planning platform that unifies data, teams, and decisions — enabling faster response to regulatory change, membership shifts, and market dynamics.



## Elevate planning with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis. By connecting data, teams, and plans across finance, commercial operations, and workforce strategy, Anaplan helps health payers make decisions faster, smarter, and at scale.



Activate your business by **integrating data and systems** to operate more efficiently.



Accelerate planning and execution with **Anaplan applications** to move faster and adapt to change.



Connect teams to **align planning processes** across the organization, eliminate silos, and improve coordination.



Optimize decision-making with **Anaplan Intelligence**, empowering teams with AI-driven insights.

Unlike static tools, Anaplan empowers health payers with dynamic modeling, real-time adjustments, and scenario testing — enabling enterprise-wide planning that adapts to regulatory changes, membership shifts, and market complexity. Its centralized planning environment delivers a single source of truth, ensuring collaboration and confident decision-making.

## FINANCE

### Improve financial resilience and strategic alignment

Payer finance leaders need fast, accurate insights to manage costs, model risk, and support growth amid shifting regulations, pricing pressures, and enrollment volatility.

The right solution delivers a platform to increase forecast accuracy, adapt to change, and align financial strategy with business performance.

**Anaplan for Finance** enables you to:

- Model premiums, medical cost trends, and margins by line of business.
- Link budgets to member growth, benefit design, and pricing strategies.
- Run “what-if” scenarios for rate filings, reserve planning, and regulatory change.
- Automate long-range planning, budgeting, and financial close cycles.
- Enhance visibility into revenue, operating margin, and capital needs.

## HR AND WORKFORCE

### Plan and deploy talent effectively across the enterprise

Workforce leaders need real-time visibility to manage staffing, control labor costs, and meet service goals. Annual enrollment and planning cycles increase pressure on membership forecasts — driving headcount needs and requiring trained teams to meet star ratings and service expectations.

The right solution enables accurate forecasting, agile planning, and workforce alignment.

**Anaplan for HR and Workforce** enables you to:

- Forecast headcount and labor costs by role, region, and unit.
- Model staffing demand for service centers and operations.
- Simulate scenarios tied to enrollment, automation, or new offerings.
- Align workforce plans with financial targets and star ratings goals.
- Integrate HR, scheduling, and finance data into one plan.







## SALES AND MARKETING

### Drive growth through smarter go-to-market planning

Payer sales and marketing teams face growing complexity in managing channels, brokers, and territories — especially as regulations shift and competition for members intensifies.

The right solution enables accurate forecasting, agile planning, and alignment between growth strategy and operational execution.

Anaplan for Sales and Marketing enables you to:

- Forecast membership growth by channel, region, and segment.
- Model broker and territory assignments using demographic and product mix data.
- Design compensation plans aligned with growth and compliance goals.
- Monitor sales pipeline and conversion rates in real time.
- Align marketing spend and enrollment campaigns with financial targets.

## Build agility and resilience with integrated enterprise planning

Anaplan helps healthcare payers align financial, workforce, and go-to-market plans — enabling faster, more confident decisions in the face of regulatory shifts, membership changes, and market uncertainty.

### SUCCESS STORY:

Manchester NHS Trust **improved forecasting across 10 hospitals and 30K staff** — boosting speed and operational efficiency.



### SUCCESS STORY:

Unum **cut 80% of ad hoc reporting requests** and improved finance efficiency — freeing teams to focus on strategy, not spreadsheets.



### SUCCESS STORY:

Fresenius **cut planning time by 30%** and improved inventory visibility across thousands of clinics and global operations.



### SUCCESS STORY:

RSA cut its planning cycle by four months and **boosted workforce planning productivity by 50%** — replacing spreadsheets in just five weeks.



Contact us today to learn how smarter planning powers stronger performance and better member experience.

### About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](http://www.anaplan.com)