



“ We aim to provide consumerized experiences to all learners in our ecosystem both inside and outside the organization. This means transformation away from what was in place prior. Skillsoft and SumTotal have been great enablers of that transformation.”

**Stephanie Dale, Senior Manager of Learning Operations, Florida Blue**

## BUSINESS CHALLENGE

Florida Blue, a subsidiary of GuideWell Mutual Holding Company, works with a network of nearly 500 nonprofits, touching the lives of 15 million health care consumers, with one goal: helping Florida’s people and communities achieve better health.

To continue to achieve this mission and evolve, it is imperative that Florida Blue continually and proactively invests in employee development. The way in which learning is provided, managed, and reported is crucial for success, making the design and capabilities of their Learning Management System paramount.

## ABOUT FLORIDA BLUE

Florida Blue is a leader in Florida’s health care industry. Its mission to help people and communities achieve better health. Florida Blue has approximately 5 million health care members and serves nearly 18 million people in 12 states, two U.S. territories, and the District of Columbia are served through its affiliated companies. Headquartered in Jacksonville, Fla., Florida Blue is an independent licensee of the Blue Cross Blue Shield Association, an association of independent Blue Cross Blue Shield companies.

## HOW SKILLSOFT® AND SUMTOTAL® HELPED

Deployed SumTotal Learn to 20,000 learners across Florida Blue’s employee base, contractors and external agents.

Updated competency mapping of all Skillsoft business, leadership and IT learning assets to align with Florida Blue’s competency framework and aligned that mapping with development plans for all employees at all levels in SumTotal Learn.

Used SumTotal’s LMS to deliver Medicare certification training in-house for the first time. With SumTotal in place, Florida Blue delivers a far superior technology experience to internal and external agent populations and with more reliable reporting for executives.

## KEY METRICS



Exceeded prior user satisfaction levels

**\$300k**

**\$300,000** savings in year one of the Medicare Certification Program

**\$900k**

Additional **\$900,000** savings anticipated in 2018



Expect to generate revenue by selling learning programs



**2018 INNOVATION AWARD WINNER**

