

# Preparing the Workforce of the Future

**Company Name:** Blue Cross Blue Shield of Louisiana  
**Industry:** Insurance & Healthcare  
**Revenue:** Approx. \$3 Billion  
**Employees:** Approx. 2,500



## Mission-critical priority

John Brown, Sr. VP and CHRO at Blue Cross Blue Shield Louisiana, needed to address skill and talent gaps, and handle executive compensation and an evolving workforce.



## How Gartner helped

The client used:

- **Gartner diagnostics and surveys** to validate internal trends and decisions against a database of similar employers
- **Gartner research and tools** to recognize and intervene on potential risks before they derail
- **Gartner advisory support** to understand how internal trends relate to industry-wide trends



## Outcome

With support from Gartner for HR, the client:

- **Streamlined functional operations** by addressing critical skills and talent gaps and executive compensation
- **Improved business communications** utilizing the language of clients and leveraging the correct medium to deliver information

“Having access to an individual and teams of people who are there to help leverage your data, leverage your experiences in your own corporation and translate that into actionable initiatives... has been very meaningful.”

- John Brown, Sr. VP & CHRO, Blue Cross Blue Shield of Louisiana