

# HEALTHCARE & INSURANCE SERVICES

ESP®

# BlueCross BlueShield & Wellpoint

## Problem

*BlueCross BlueShield of Missouri* recently joined forces with *Wellpoint*. This union represented a huge transition for both companies. Working toward a positive transition, the firms hoped to see employees embrace the new merger. Corporate relations are often complex, and this fragile integration would require employees from both organizations to share information, technology and resources with 'strangers' from near and distant offices.



## Solution

The ESP® staff directed training with representatives from across the nation to lead this difficult transition with sense and civility. Focusing on common courtesies, dining etiquette and effective communication skills, ESP®'s objective was to create a team rather than a group of individuals working independently. Raising the level of respect and awareness, the training helped employees be more comfortable at their networking events so that everyone could focus on the success of their newly formed organization.

*Executive Social Presentation*  
*The Business of Courtesy*

## Results

Respect and courtesy are essential ingredients to build trust and confidence with coworkers. Times of uncertainty can cause stress and ESP®'s training emphasized the importance of respect and courtesy when establishing relations with colleagues. Through lecture and interactive exercises, the team became aware of the sensitivities necessary to bring these two organizations together. The result of creating a better environment for the relationships to flourish is improved efficiency and increased productivity.

## Quotes

*"This was a welcome change from business as usual. I picked up some great tips on introductions and table etiquette - who says you cannot teach an old dog new tricks!" - participant*

*"Enjoyable, nonthreatening and a great reminder of things we sometimes overlook. I am thinking differently now."*  
*- participant*

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