

CASE STUDY



UNITEDHEALTH GROUP LABORPLAN™



CHALLENGE

Quick Facts

- Expanding operation
- Labor market shortage
- Validated HR difficulties
- Adjusted recruitment strategy and growth plans

Analysis to Date

19 Locations

Site Selection

Services

LaborPlan™ is a sophisticated supply demand model that estimates the duration of time an operation can sustain within given labor markets, including sensitivity analysis around driving factors.

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- Existing Location Evaluation: Expansion and Recruiting

UnitedHealth Group had recently opened a facility with hopes of expanding to over 1,320 employees by 2010. Upon staffing 800 employees within their first year of operations, UnitedHealth strained to find the applicants to meet their continued growth plans. Internally, UnitedHealth struggled to identify the driving cause behind the slowing in applicant flow and questioned their operational growth strategy and their ability to utilize full capacity of the building. UnitedHealth turned to Labor Analytics Group's consultants to identify the driving force behind their increased difficulty in the market.

SOLUTION

Labor Analytics Group ("LAG") used their LaborPlan™ model to examine the depth of the labor market to supply UnitedHealth with enough applicants for their growth. LAG isolated several factors, including the size, wage, attrition and amount of competition that UnitedHealth was targeting in the market. Quickly identifying that the supply of the labor force was restricting their sustainability, Labor Analytics Group began identifying multiple scenarios that could improve the life and presence of UnitedHealth Group's operations in the market.

RESULTS

Through the analysis, UnitedHealth's commercial real estate was able to validate the recruiting pressures felt by their operations and human resource departments, as well as proactively adjust their strategy before the market's perception of the facility reflected the recruiting difficulties. UnitedHealth has continued utilizing CBRE's LaborPlan™ model to identify the capability of their remaining labor markets to fulfill the required growth needs and shift their operational strategy.

CLIENT SERVICES

UnitedHealth Group has analyzed over 19 locations through LaborPlan™ and continues to rely on LaborPlan™ for expansions, contract growth, and strategic planning. The analysis is integrated into recruitment, real estate, operation and contract decisions.