

# Enterprise Certification & Compliance Services: Outcomes-Based Planning

Outcomes-Based Planning (OBP) is both a strategic planning methodology and a technical solution for achieving organizational goals and objectives. While initially developed for use within the Medicaid Information and Technology Architecture (MITA) space, Public Consulting Group's (PCG) custom approach to OBP is program-agnostic and can be used in any large public or private sector organization. Within the Medicaid program, OBP facilitates maturing the MITA structure through five distinct phases:



Agreement  
on enterprise  
challenges



Identification of  
desired outcomes



Determination  
of performance  
measures



Definition of  
success



Definition of  
projects

It is a structured, systematic, and traceable approach to Medicaid Enterprise Systems (MES) strategic planning, meaning its elements are well-defined, methodically developed, and clearly traceable forward and backward.

Utilizing the latest industry technologies, OBP applies the mathematical principle of "showing your work" to solve a problem. OBP uses a series of steps to identify specific elements that decompose the business challenge and desired outcomes to fully define success. Capture, development, and management will be facilitated through OBP's technical solution, which organizes the results and data elements used within the five-phased approach to develop metrics and tasks at project and enterprise levels across MITA and certification work streams.

The traceability established through the OBP methodology—making it easier to justify the results, build consensus, as well as zero in on points of contention and resolve them with greater precision. In addition to outcomes and metrics, OBP identifies important

information that can be reused to develop multiple required artifacts more quickly (e.g., Advance Planning Documents, project charters, Organizational Change Management communications, strategic plans). The methodical, "show-your-work" transparency of the approach makes it easier to collaborate and build consensus in an efficient, organized way.

OBP's technical solution is currently in beta development; however, all data elements are captured within Excel files to facilitate the development cycle in accordance with the go-to-market strategy. OBP was inspired by our work in partnership with the state of Kentucky and has been successfully utilized in, Delaware, and most recently, in Florida to support the transformation of each state's Medicaid enterprise. OBP was also featured during a key panel presentation at the 2024 Medicaid Enterprise Systems Conference (MESC) and is being considered as a key component of the MITA Governance Board's development of the MITA 4.0 framework.

**To learn more about Outcomes-Based Planning, contact PCG!**



(800) 210-6113



PCGProjectAssurance@pcgus.com



www.publicconsultinggroup.com