



Accelerating Broadband Deployment for a National Health Insurance Provider

Challenges

The health insurance provider's Stars Program is directly connected to the Centers for Medicare & Medicaid Services Star Ratings system and their performance requirements, where call quality and member engagement metrics are rated in 1-5 stars determining funding eligibility. For this year's refresh, the initiative required onboarding approximately 100 new remote agents while re-engaging 14 returning participants — all requiring compliant, high-performance home connectivity.

The most significant challenge was speed. Granite was notified in early January and tasked with completing installations by February 1st, leaving less than one month to:

- Evaluate more than 100 residential locations.
- Determine broadband circuit availability and diversity.
- Secure carrier provisioning.
- Install compliant connectivity solutions.
- Escalate and manage construction-related delays.

Redundancy requirements added further complexity. Wherever possible, agents required two broadband circuits to ensure uptime and call quality reliability. In locations where dual broadband was not feasible, alternative solutions — such as broadband paired with Cradlepoint wireless — had to be deployed. Each site required validation to ensure it met compliance standards, as agents unable to meet requirements risked removal from the program.

Additionally, this year's refresh differed operationally from prior deployments. Granite was not providing network integration technicians or ongoing edge management services, as the provider opted to deploy its own internal monitoring device. This required precise coordination and disciplined execution to ensure seamless integration.

Solutions

Granite implemented a structured, escalation-driven deployment strategy designed for speed, accountability, and compliance.

Customer Profile

Industry

Insurance

About

Existing Granite Customer

Solutions (continued)

Each residential location underwent a technical review to determine circuit feasibility. The deployment framework followed a clear priority model:

- Primary Solution: Dual broadband circuits for maximum redundancy and call quality assurance.
- Secondary Solution: Broadband + Cradlepoint wireless where carrier diversity was unavailable.
- Escalation Process: Internal carrier escalations for any orders facing provisioning delays.

To maintain alignment and eliminate bottlenecks, Granite established a disciplined communication cadence:

- Daily noon status updates.
- Daily 4:00 PM coordination calls (Including project management teams, executive stakeholders, and distribution partners).

This approach ensured:

- Immediate identification and resolution of road blocks.
- Transparent progress reporting.
- Rapid carrier engagement when needed.
- Executive-level visibility into deployment milestones.

Despite construction and carrier delays in select markets, Granite escalated all broadband orders internally to compress timelines and minimize risk to the February 1 deadline.

Results

Within a highly compressed 30-day deployment window, Granite successfully delivered the majority of required broadband and Cradlepoint installations, enabling the national health insurance provider to onboard more than 100 agents into its government-aligned STARS Program with compliant connectivity in place.

Key outcomes included:

- Large-scale residential broadband deployment on an accelerated timeline.
- Reduced impact from carrier delays through structured escalation.
- Executive-level coordination and daily accountability.
- Seamless integration with the provider's internal monitoring systems.
- Protection of funding eligibility tied to government performance metrics.

Most importantly, the organization maintained operational readiness for a program directly linked to revenue and compliance.

