

# Case Study?



**Bright Health reduces time  
to Hire by investing in  
longterm partnership with  
Optymize**

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## About Us

Bright Health Care uses smart tools and technology to simplify health insurance for everyone. Their goal is to take the confusion and chaos out of the process and build benefit-packed plans that still deliver surprisingly low rates, so customers can focus on staying happy and healthy...and paying less for healthcare.

## The challenge

Bright Health Care needed to spend less time interviewing and more time building their products with highly trained, long-term developers who fit their team and company culture.

## The solution

With Six Optymize developers, Bright Healthcare scaled quickly with well-defined support, increased bandwidth to cover critical tasks, and seamlessly integrated their local and distributed teams.





We were needing to grow quickly, and were having a hard time scaling our team internally. We were looking for a partner who could really grow with us

**Brian Gambs**  
Chief Technology Officer at Bright Health Group

## The challenge

Bright Health Insurance understood the value of remote development teams - they had both semi-remote employees based in the U.S, along with a few teams of fully remote contractors. When it came to hiring though, they realized that their current arrangement was not sustainable.

“We were growing quickly,” Software Engineer Chris Seltzer recalls. “There were a lot of tasks we simply didn’t have time for. A lot of smaller stuff that wasn’t broken or critical to the next launch just got pushed off.”

Their contractor arrangement was not working. It was expensive, and the contractors rolled off every 6 months taking with them all the training and institutional knowledge Bright Health had invested.

*continuous...*



## The challenge

Hiring locally was also a struggle - their high volume of applicants made the interview process time consuming, and as the most senior engineer on the team, Chris couldn't afford to spend all of his time interviewing instead of building.

Bright Health wanted developers who could grow with their company, bringing with them the drive and motivation that they looked for in their local engineers.



## The solution

“Bright Health hired four Optimize developers to work as part of two fully integrated product teams. Two of them are working on building out the billing functionality to enable them to collect payments from customers, and two are working under another senior engineer, building new user features for customer accounts.”

Chris Seltzer describes Bright Health’s immediate bandwidth gains. “When you have that extra capacity on your engineering team, you get to focus on the more nuanced parts of making software—making sure you have good test coverage, that annoying bugs are fixed, that little design edits get done in a timely manner.”

Partnering with Optimize has delivered the kind of team Bright Health was hoping for. For Eli, getting people excited to be a part of the company for the long term sets Optimize apart. “The idea that Optimize is an extension of your team is so important. They give you complete access to everybody—when people have questions, they come directly to you.”

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## The solution

Eli adds that, “If somebody’s had a bad experience with outsourced development in the past, Optymize has done a lot of things to make that process feel a lot more natural. ”

In addition to speeding up production and adding bandwidth to the local engineers, working with a fully embedded remote team has made Bright Health more rigorous about their processes, improving their ability to scale their team in the future.

Optymize’s dedicated support structure was also key - it helped relieve some of the responsibilities of existing engineering managers, and gave new managers an opportunity to learn.

With their teams and processes streamlined, Bright Health can grow its engineering team in a sustainable way that preserves the company culture



“Optymize will give you scale that you can’t have in the U.S. They have an entire group of developers just waiting to do a job. They have the skill sets that you might not find in your local market. From both the practical and the soft side, it’s a great fit”



When I think about Optymize and their relationship with Bright Health, I view them not as one of our contractors, but as a long term strategic investment for our company. The potential payoff of a globally diverse, distributed team, with tons of different mentalities, backgrounds, the ability to find engineers you can't find in your current market – it's so huge and we just knew we had to be a part of this.

**Jonathan Porter**  
Chief Product Officer at Bright Health

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# Partner with Us



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