

Spotlight Magellan Health: Bryan Simms

Bryan Simms, a dedicated professional with 16 years of experience at Magellan Health, serves as the director of proposals. In his role he oversees a team responsible for crafting customized, competitive, and most importantly compliant proposals to meet the unique behavioral health needs of employers. Additionally, Simms serves as the product liaison for [iMclusion](#), an employer diversity, equity, and inclusion (DEI) solution, where he plays a pivotal role in overseeing product development, driving customer implementation, managing the relationship between Magellan and its vendor, and fostering strategic enhancements to improve product efficiency and the overall customer experience.



Continue reading to learn more about iMclusion, and other ways in which Simms is encouraging DEI initiatives at Magellan and other companies:

What new and innovative projects are you currently working on?

In August 2023 we launched iMclusion which is Magellan's first DEI solution. It's designed to help develop inclusive and culturally competent organizations and individuals as well as foster a safe work environment for employees of all backgrounds to feel valued for who they are and what they bring to their organization. Since not every organization is at the same level of DEI readiness, iMclusion is able to assist our customers wherever they are on their DEI journey. We assist customers by first measuring their organizational readiness, meaning their ability to initiate, implement, and maintain a successful DEI program, and providing them with

recommendations and deliverables to achieve their desired goals.

We then turn our focus to training with an emphasis on inspiring the employees to positively change their perspectives and create a DEI friendly culture within the organization. We found throughout the research that you can't mandate DEI or treat it like compliance training because employees could end up viewing it as inauthentic. So, it should be viewed as organic to have any long-term success. Lastly, we guide customers through the establishment of a DEI council and ongoing support. The job of the council is to drive cultural change by creating accountability for the company's DEI strategy as well as promoting a healthy work environment that fosters engagement and productivity.

I'm also proud to be an inaugural member of Magellan's DEI council. We're striving to persistently promote cultural awareness and competency as well as sensitivity across Magellan at every opportunity. We aim to create an environment where every individual feels valued, respected, and empowered. And we do this by cultivating and embracing their unique ideas, talents, and background.

Why is Magellan Health the best place to do these projects?

Magellan has a commitment to total wellbeing as well as valuing outside the box thinking. DEI is not looked at in our industry as a necessary component of a viable behavioral health and wellbeing solution. But Magellan's willingness to challenge the status quo of what behavioral health and wellbeing looks like fostered the type of innovation that recognizes DEI necessary as a crucial piece to any holistic behavioral health and wellbeing solution.

What are your thoughts on Magellan's culture? How

has that culture impacted your projects?

Magellan promotes an environment of collaborations amongst our many different teams. Diversity of thought increases innovation and improves overall employee satisfaction, all of which allows us to serve our customers better and continues to demonstrate why Magellan is an industry leader in behavioral health.