

## BLUE CROSS BLUE SHIELD OF MASSACHUSETTS VIDEO CASE STUDY

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**Abstract:** See the story of how our Web-based benefits enrollment tool decreased Blue Cross Blue Shield of Massachusetts's paper enrollment and increased their member account registration.

**Carole Waite** (super: Sr. Vice President – Service Division, BCBSMA) Blue Cross Blue Shield of Massachusetts is a health care that serves almost three million members, and we have been in business for almost 70 years

**Carl Ascenzo** (super: Chief Information Officer, BCBSMA) We are an industry that is going through transformational changes. We have to enroll 2.8 million members on an annual basis. That's just not a one-time event.

**Joe Fraser** (super: Client Delivery Executive) The way the accounts would have to send information to Blue Cross Blue Shield is they would create a file, access a modem, dial up, and transmit that information

**Mark Paisano** (super: Sr. Manager – Sales Technology, BCBSMA) It required a manual that was two-inches thick.

**Joe:** So as you can probably anticipate, it was really labor intensive.


**Mark:** So we knew right off the bat that we needed to replace it, because it was so antiquated, with a new Web-based version

**Mark:** EDS was the vendor that we selected to build this online Web-based application for us.

**Joe:** The Enrollment Management Tool is an ability for the account to do enrollments for their employees in an automated fashion via the web

**Mark:** The value that this brings to an HR person is They're able to service their customers, who are their employees, in a more efficient manner.

**Mark:** We've been able to reduce the amount of paper that we're receiving, thus we're able to pass those types of savings on to our customers



**Carl:** Consistently EDS has come to the table in helping me to reduce the operating costs with information technology more importantly improve the quality of all our interactions with healthcare professionals, our members, and our customers.

**Carole:** We have members calling us from their home, but we also have members calling us from emergency rooms where they're actually in a crisis situation, we need to have an IT team that understands that.

**Joe:** We operate with a sense of urgency. We really internalize the pain that Blue Cross Blue Shield may incur as if this was our own.

**Carole:** If you're calling because you're in crisis about your health care or you need to know something, something has happened in your life that is very concerning, very scary to you, you can't ever say to somebody, "I'm sorry. Our system is down." You just can't say it. Our EDS team understands how important it is that we have systems that work, that are available to us at all times

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