

BLUECROSS BLUESHIELD OF TENNESSEE



BlueCross BlueShield of Tennessee

Nothing's more important than your health. No one knows that better than employees of BlueCross BlueShield of Tennessee (BCBST), where health is their business.

The company is an independent licensee of a nationwide association of health care plans – the BlueCross BlueShield Association – and Tennessee's largest provider of health coverage, insurance products and services.

Representing more than 2.4 million member-clients, BCBST processed in excess of 54 million claims and \$14 billion in health care benefits in 2004.

Beyond individual members, BCBST is also the state's largest TennCare managed care organization and manages group insurance coverage for a significant number of private and federal organizations. Given the size and scope of these combined communities, staying connected to clients is BCBST's chief priority.

With the tremendous volume of data it manages, having a view of information to assist in service delivery and strategic planning is a challenge. Having a real-time, consolidated view, available to both itself and its largest customer accounts, was for a time thought to be impossible.

"Information is our key performance indicator. Without a view to our data and trending – in time to course-correct – we're unnecessarily limited in our responsiveness and the service levels we are able to provide," said Kevin Janes, Data Warehouse Technical Infrastructure Team Leader at BCBST. "Our customers also want immediate access to their records and profiles to help make financial decisions, and it's our job to make that a reality."

SUCCESS STRATEGY

In 1996, BCBST created its first data warehouse. To achieve a view to this business-critical information and to enhance analysis and reporting capabilities, BCBST chose to partner with Cognos, a business intelligence (BI) leader.

Through this partnership with Cognos and the use of its powerful enterprise BI solutions, BCBST was able to meet many of its early corporate performance objectives.

Over the tenure of this relationship, BCBST has rolled-out Cognos reporting to more than 400 users, and more than 100 users across the organization are gaining insights from Cognos multidimensional analysis.

Protecting members' financial well-being is as important as protecting their health. In order to pass along increased efficiencies to its client base, BCBST again turned to Cognos to further streamline operations.

TRADITIONAL SOLUTIONS NOT ENOUGH

"We wanted to provide a dynamic, flexible, and powerful web-based information portal for our customers to help them keep their fingers on the pulse of their health expenses and expenditures," said Janes. "From a competitive perspective, this type of solution gives us the edge we need to surpass the competition."

Janes added that from an operational point-of-view, "Traditional solutions, characterized by software distribution challenges, installation, data transfer and support issues simply would not meet our complex requirements."



With significant support from the executive management team and a large-scale operational data and transformation (ETL) project, BCBST's IT team worked with Cognos to develop a web-based reporting and analysis application that promised to overcome traditional management limitations and exceed client service objectives.

Industry

- Healthcare

Geography

- Tennessee, United States

Information needs

- 360-degree view of member information
- Real-time analysis of corporate and client data

Platform

- IBM DB2 UDB
- IBM DB2/390
- IBM WebSphere Data Integration Suite
- IBM pSeries, xSeries, zSeries Servers

Solution

- Cognos ® Business Intelligence Series:
 - PowerPlay Web
 - Impromptu Web
 - Metrics Manager
 - ReportNet

Users

- 2.4 million member community
- 500 Users

Benefits

- Strategic, information-based corporate and client decision-making
- Efficient resource allocation – operational, management and support
- Highly available, on-demand information access
- Permissions-based security

Working with Cognos, BCBST modeled its medical, pharmacy, provider, and membership data into a single cube. According to Janes, "Modeling based on usability is especially important when constructing cubes of this size to avoid end-user confusion and information overload."

The resulting application was architected on BCBST's high-performance, massively scalable, IBM middleware infrastructure layer, to provide customers easy online access and on-demand analytical tools to help monitor medical and prescription claims. The scalability of this application helps pave the way for future growth.

For BCBST, web delivery made the most sense as it provided centralized administration and support and required minimal internal training.

Today, this solution offers always-on access to both current and archival member and provider information - dating back four years - directly to the clients BCBST serves. With an intuitive, easy-to-access analysis interface that enables customers to closely monitor their healthcare information and identify trends and smart solutions for cost-savings, the portal appeals to even the most novice customer users.

From a security perspective, the solution also provides accessibility based on various user roles and permissions to ensure only authorized users have access to their sensitive information.

As predicted, the application is also a winner from a competitive perspective. BCBST is now able to offer a service to customers that none of its competitors could provide. Beyond gaining a competitive edge, the portal's high degree of functionality has also helped with customer retention and is a key selling feature to new clients.

In terms of operational streamlining, BCBST has seen a reduction in report requests as customers now have the ability to generate their own.

FUTURE FOCUS

Given the runaway success of the online client portal, BCBST has many plans for several future BI projects. In the near-term, BCBST will undertake an ambitious migration project involving the rollout of Cognos ReportNet to the corporation.

The functionality provided by Cognos ReportNet provides the right tools to support the activities of BCBST's Special Investigation Unit for fraud and abuse. The ability to track and trend workflow, staff activity and case progression helps streamline the investigative process and increase productivity. Various levels of reporting, from monthly account-specific reports to overall departmental performance over time, allow the unit to meet contractual requirements and monitor its own progress to more efficiently leverage resources.

ABOUT COGNOS

Cognos, the world leader in business intelligence and corporate performance management, delivers software and services that help companies drive, monitor and understand corporate performance. Cognos serves more than 23,000 customers in over 135 countries. Cognos enterprise business intelligence and performance management solutions and services are also available from more than 3,000 worldwide partners and resellers.



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