

Blue Cross Blue Shield of Massachusetts Takes Care of Its Customers—and Its Business—with Interwoven



Blue Cross Blue Shield of Massachusetts is the state's largest health insurance company and they are dedicated to improving the health and wellness of their 2.7 million members.

Industry

Healthcare

Geography

U.S.

Implementation Highlights

- BCBSMA has implemented a true ECM platform across the enterprise
- BCBSMA uses Interwoven's Web Content Management Solution to manage the content for its award-winning member and provider Website
- BCBSMA also uses the Interwoven CAP Solution to enable faster, more accurate and more cost-effective synchronization and deployment of its disaster recovery site

Benefits

- The automation of composite application provisioning processes has enabled BCBSMA to eliminate costly manual deployments of updates to its production and disaster recovery Websites
- Rich content and dynamic applications play a vital role in helping BCBSMA members access healthcare information and services—usage of the Website has increased more than 600 percent over the past two years and continues to rise
- BCBSMA is at the forefront of meeting Sarbanes-Oxley and other Compliance requirements within IT
- The quality and timeliness of the BCBSMA Website have won the company numerous honors as one of the top IT innovators in the healthcare industry

"The Interwoven CAP Solution allows us to keep our entire Web architecture synchronized, fresh and personalized—and fully backed up for disaster recovery—while substantially reducing the cost of managing it."

—Mark Farone, director of web enterprise services

Headquartered in Boston, Blue Cross Blue Shield of Massachusetts provides coverage to 2.7 million members and offers more than 17,000 healthcare providers in its HMO network. To help its members access information and services and to support its providers in the delivery of care, BCBSMA draws on Enterprise Content Management capabilities that are among the best in the managed care industry—powered by state-of-the-art Interwoven solutions.

BCBSMA first became an Interwoven customer in 2001, with the implementation of TeamSite to manage the content for its Website and OpenDeploy for the distribution of that content. At the time, the site consisted largely of in-house content and a small number of applications. Since then, corporate consolidation and evolving needs have led to an explosion in the variety of specialized content available on the site, including much from third-party sources such as WebMD, which is aggregated, managed and published using Interwoven Web Content Management. Members can also use the site to access expanded applications such as online enrollment, account review and self-service claim updates that interface with back-end systems.

As the sophistication of the BCBSMA site has grown, so has customer usage—by more than 600 percent over the past two years, and continues to rise fast. "Our increased Web traffic shows we're improving the care we provide, and that's always the goal," says Mark Farone, Director of Web Enterprise

Services. "We have a strong commitment to putting our members first, and that means getting information and answers to them in a timely, efficient, multi-modal way."

Its initial Web Content Management implementation, featuring TeamSite, helped BCBSMA establish a site at the forefront of the managed care industry. Earlier this year, the company decided to lay the groundwork for a new generation of enhancements.

"Our next step was to migrate to a more contemporary ECM platform based on the latest version of each solution so we could start looking at more interesting ways of using technology," says Farone.

Improving disaster recovery and compliance with the Interwoven Composite Application Provisioning (CAP) Solution

As BCBSMA evaluated its ECM priorities, disaster recovery quickly rose to the top of the list. To ensure around-the-clock availability, the company maintains a duplicate Web environment in a standby location. In the event that a disaster or other service interruption brings down main operations, BCBSMA can switch live to this perfect copy of the production environment. For this strategy to be effective, the two locations must always be perfectly synchronized to reflect search engine, portal and personalization updates—no small task, given that the environment includes both rich content and dynamic applications including a Provider Portal and "My Well Being" member portal.

In the past, BCBSMA relied on a team of consultants to perform disaster recovery deployments, a costly and time-consuming approach, making IT Operations a bottleneck for the company. By automating and streamlining this process with the Interwoven CAP Solution, the company has now greatly improved its efficiency and reduced its costs. The solution allows for changes in code, content and configurations to go live across any number of servers at the same time, enabling the IT Operations team at BCBSMA to maintain the synchrony its disaster recovery strategy demanded, without the need for costly manual processes or outside consultants.

More broadly, the Interwoven CAP Solution has accelerated the secure deployment of content and applications throughout the increasingly complex BCBSMA Web environment—while reducing costs by as much as 40 percent. The solution also enables the company to roll out or roll back an entire edition of its Website with a high degree of control and auditability. Application code is tested and configurations are managed in one central location, and once a site edition has proven bulletproof, it is mirrored to serve as the basis for disaster recovery. “By keeping our gold-level code and configurations separate from the rest of our content, we can replicate it more easily and cost-effectively than the entire production environment,” explains Farone.

The Interwoven CAP Solution also helps BCBSMA meet key IT compliance requirements with built-in reporting and whole application versioning. By automatically taking snapshots of applications, BCBSMA creates a legally defensible audit trail that removes risk in the eventuality of an investigation and strengthens the company’s position in case of litigation.

Extending ECM benefits company-wide

BCBSMA isn’t finished with Interwoven yet. In addition to upgrading its current Interwoven solutions, the company is implementing new solutions to address additional business needs through the same, enterprise-wide ECM platform. “All these different areas are just ripe for the picking,” says Farone. “We’re a smaller company than some, but Interwoven is helping us meet a lot of needs and derive a tremendous amount of value.”

Enterprise content management with Interwoven

- The Intewoven CAP Solution (ControlHub and OpenDeploy)
- TeamSite—Web Content Management
- MetaTagger—Self-Service Solution
- MediaBin—Digital Asset Management
- WorkSite MP—Collaborative Document Management

Industry accolades for BCBSMA

Over the past few years, Interwoven ECM solutions have helped BCBSMA grow its online presence from a simple informational site to one of the most sophisticated yet customer-friendly in the healthcare industry—and its efforts have not gone unnoticed. The company has risen to 72nd place on the Information Week 500 Annual Survey of the top innovators in business technology and IT operations, up from 447th in 2000; it now ranks fourth among all healthcare insurers. The eHealthcare Leadership Awards have given BCBSMA a Platinum Award for Best Overall Internet Site, and the Massachusetts Interactive Media Council presented the company its 2003 award for Best Use of Technology and Best in Category for Healthcare.

Perhaps most gratifyingly, BCBSMA has won high recognition from its peers at the Best of Blue Awards, where the company earned First Place in the Internet/Intranet category by the Blue Cross and Blue Shield Association.

For more information visit www.interwoven.com/cap

Technology

Interwoven TeamSite® content server software is used to power all BCBSMA Websites. TeamSite provides the foundation for distributed content contribution and central management of visual design through its templating and parallel development capabilities.

The Interwoven CAP Solution—powered by ControlHub™ and OpenDeploy® allows BCBSMA to standardize the way code and content changes are aggregated, synchronized, and deployed throughout testing, staging, and production. The Interwoven CAP Solution also helps BCBSMA meet key IT Compliance requirements by delivering an auditable, historical snapshot of all application changes.

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