

Case Study





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

Headquartered in Boston, Blue Cross Blue Shield of Massachusetts (BCBSMA) 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 delivering care, BCBSMA draws on Enterprise Content Management capabilities among the best in the managed care industry—powered by state-of-the-art Interwoven solutions.

BCBSMA became an Interwoven customer in 2001, choosing TeamSite to manage its Website content and OpenDeploy to distribute 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 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 also use the site to access expanded applications, such as online enrollment, account review, and self-service claim information, updated from centralized systems.

As the sophistication of the BCBSMA site has grown, so has customer use—by more than 600 percent over the past two years. “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.”

“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

Its initial TeamSite content management implementation 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

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. If a disaster or other service interruption stops main operations, BCBSMA can switch live to its copy of the production environment. For this strategy to work, the two locations must always be perfectly synchronized, reflecting search engine, portal and personalization updates—no small task, in an environment that includes both rich content and dynamic applications including a Provider Portal and “My Well Being” member portal.

Originally, BCBSMA relied on a team of consultants to handle disaster recovery deployments—a costly and time-consuming approach that made IT Operations a bottleneck. By automating and streamlining this process with the Interwoven Composite Application Provisioning (CAP) Solution, the company greatly improved efficiency and reduced costs. The solution allows for changes in code, content, and configuration to go live—across any number of servers—at the same time, enabling the IT Operations team at BCBSMA to maintain the synchronization its disaster recovery strategy demanded, without costly manual processes or outside consultants.

Industry
Healthcare

Geography
United States

Benefits of Using Interwoven

Automating its composite application provisioning processes has enabled BCBSMA to:

- Eliminate costly manual deployments of updates to its production and disaster recovery Websites
- Increase member Website use more than 600 percent with rich content and dynamic applications for access to healthcare information and services
- Meet Sarbanes-Oxley and other compliance mandates
- Win numerous honors as one of the top IT innovators in healthcare, for the quality and timeliness of the its Website



Blue Cross Blue Shield of Massachusetts (BCBSMA) is the state's largest health insurance company, dedicated to improving the health and wellness of its 2.7 million members.

Solution

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.

Enterprise Content Management with Interwoven

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

More broadly, the Interwoven CAP Solution has accelerated secure content and application deployment 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 both control and auditability. From a central location, the company tests application code and manages configuration. Once confident a site edition is bulletproof, the company mirrors that edition 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, removing risk in an investigation and strengthening 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.”

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 rose 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 gratifying of all, 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 of the Blue Cross and Blue Shield Association. For more information visit www.interwoven.com/cap

Interwoven is a global leader in content management solutions

Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.

Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content.

Today, nearly 3,800 enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 18,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

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