BlueCross BlueShield of South Carolina

SETTING A NEW STANDARD FOR DOCUMENT DELIVERY

For many in the healthcare industry, automated e-delivery of business documents represents a new strategic direction with a lot of untapped value. BlueCross BlueShield of South Carolina, a leading health insurance provider, addressed its evolving document communication needs by adopting Esker's on-premises platform for automated document delivery.

The Problem: Paper Dependency

BlueCross BlueShield recognised that manual document delivery processes such as standard mail and fax were impeding communication and delaying business processes. In their State Managed Care department, for example, paper faxes were received at a central fax machine. Medical Service Technicians (MSTs) would pick up faxes several times throughout the day and then sort, review and distribute to staff. Handled faxes would be filed in folders and picked up by MSTs at the end of the day. Faxes would then be sent via manual fax and refiled, indexed, imaged and filed yet again.

The Solution: Esker DeliveryWare

To accomplish its goal of increasing efficiency and productivity, BlueCross BlueShield enlisted the help of industry leader, Esker. BlueCross BlueShield implemented the Esker DeliveryWare platform on its premises for intelligently automated document composition and delivery via fax, along with XML, web, email, PDF, archive and more.

Under the Esker DeliveryWare umbrella, the company leveraged the Esker Fax solution for integrated desktop and production faxing. With Esker Fax in the State Managed Care department, designated department contacts retrieve and review faxes sent to group email accounts. The faxes received by this generic account are forwarded to appropriate staff, who then store the information in a template on a shared network drive. A copy is forwarded to the email account for medical record archiving, and completed templates are easily retrieved and faxed to customers.

Benefits after Implementation

For BlueCross BlueShield, utilising Esker has meant less paper to be handled or misplaced. Work can now be done from user workstations, and productivity is improved by the rapid exchange of documents. Shared-drive storage and updates enable everyone to view the status of individual cases without having to search for hard copies.

> With Esker's DeliveryWare Rules Engine technology, we can automate any business process step that involves documents.
>
> Anand Jani — Systems Lead for Telephony

Realisation of these benefits represents a new economics of business communication — which is especially significant in the healthcare industry where documents are vital links connecting insurance providers, medical facilities, healthcare professionals and individual members.

According to Anand Jani, Systems Lead for Telephony at BlueCross BlueShield of South Carolina, *"In our line of work, document communications are a huge part of the process. One of the best benefits of Esker is inbound routing through email and directories. And with the expertise of Esker's Professional Services and Solutions Support teams, we can grow at our own pace and get maximum ROI."*

Future Improvements

Initially, BlueCross BlueShield brought five Esker Fax and Esker DeliveryWare servers online with plans for another five shortly thereafter. This IS/Telephony team at BlueCross BlueShield will bring additional servers online as it continues to educate its internal "customers" about the value and cost-saving potential of e-document automation.

"The way we see it, the possibilities are unlimited," says Pete Sheridan, Manager of Telephony at BlueCross BlueShield of South Carolina. *"We not only process BlueCross insurance business in South Carolina, we administer Medicare and military health claims for the federal government — and we continue to grow."*

To spread the word about Esker, BlueCross BlueShield of South Carolina produces a quarterly newsletter highlighting the benefits of utilising Esker Fax and Esker DeliveryWare. They also hold an annual conference where users of Esker Fax and Esker DeliveryWare from across the enterprise, and line-of-business managers interested in the solution, can come together to share information.

About BlueCross BlueShield of South Carolina

As the only South Carolina-owned and operated health insurance carrier and one of the state's largest employers, BlueCross BlueShield of South Carolina has been providing security to its citizens for more than 65 years. BlueCross BlueShield of South Carolina offers the largest provider networks in the Palmetto State, and is the only health insurance company in South Carolina with an A.M. Best rating of A+ (Superior).

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