

## Blue Cross & Blue Shield of Rhode Island Transforms Itself into a Health and Wellness Company with the Help of Interwoven



Serving more than 600,000 members, Blue Cross & Blue Shield of Rhode Island is the largest health insurer and managed care company in Rhode Island.

### Industry

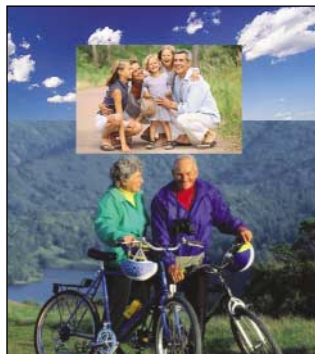
Healthcare

### Implementation Highlights

- Interwoven TeamSite provides the primary publishing infrastructure for the corporate site
- Interwoven OpenDeploy provides content distribution of code and content to user acceptance testing and production environments
- Interwoven MetaTagger provides automatic tagging of content

### Benefits

- Ease-of-use has allowed Web content contribution to be extended to business owners across the organization
- Secure transactional distribution has significantly reduced errors and the labor needed for deployment
- Automated content tagging is making content easier to search. Moving forward, it will make it easier for content to be shared, both within BCBSRI and with other BSBS organizations



*“Interwoven provides us a cost-effective means to offer timely, relevant and easily searched information to our members. We look forward to further leveraging this next-generation ECM platform both within our organization as well as to enable better sharing with other members of the BCBS network.”*

—David O. Zink, senior vice president and CIO

For nearly 65 years Blue Cross & Blue Shield of Rhode Island (BCBSRI) has served as the leading provider of healthcare coverage and information to Rhode Island residents, employers, and workers. BCBSRI strives to be a health and wellness partner offering tools to members to help them make positive lifestyle changes. This includes information about diseases, conditions, self-care & wellness, life stages, and personal health assessment.

In 2002, BCBSRI provided health insurance to more than 586,000 members. Its employer base included more than 13,500 companies with a total of 502,500 members. To understand the scope of the activities performed in 2002 alone, the insurer processed more than 2.5 million Medicare claims, answered more than one million telephone calls, and responded to more than nine thousand written inquiries—and each year these numbers increase, in some cases, by more than 20 percent.

BCBSRI ranks consistently at or near the top of the list of Blues organizations for its achievement of performance goals set by the Blue Cross Blue Shield Association. It also routinely receives efficiency ratings in the high 90 percent range for its performance as a Medicare contractor.

A key priority for the healthcare provider is keeping its members well informed. In 2002, in a move toward greater efficiency and more effective customer service, BCBSRI decided to overhaul its Websites and make timely, valuable healthcare information available online.

Rapid dissemination of trusted health and wellness information represents more than just a community service; it also contributes to BCBSRI's cost reduction plan. The more citizens take responsibility for their health and wellness education, the more likely they will be able to maintain their health and prevent certain kinds of health problems.

### Interwoven: the technology of choice

To achieve its goals, BCBSRI turned to Interwoven. BCBSRI's choice was based on the fact that Interwoven was the best-integration content management platform and, in particular it included integrated, next-generation content intelligence through Interwoven MetaTagger.

The most important feature to BCBSRI was Interwoven's ease-of-use which served its goal of empowering business users to frequently update both the Internet and intranet sites.

The first implementation phase, completed in August 2003, involved converting the Careers, Public Relations, and Health & Lifestyle sections of the public site. Recently, BCBSRI completed phase two, which included converting several other high-profile areas of the WWW site to TeamSite, and also implementing Interwoven MetaTagger.

The next phase, scheduled for completion in early 2004, is the conversion of the corporate intranet to the Interwoven platform.

“Already we have seen an increased sense of ownership and responsibility by business owners in BCBSRI.com” said Doug Fonseca, assistant vice president, e-Commerce at BCBSRI. “This in turn has meant that our members are learning that they can rely on our site for more than just basic program information, but also for a broader base of accurate health and wellness information.”

The accuracy of the online information is ensured by workflow which routes content for approval through the appropriate department or corporate communications for quality control. “We have more confidence in the quality of our online information with Interwoven in place,” added Fonseca.

### **Better search, retrieval and personalization**

Recently implemented, Interwoven MetaTagger allows content to be consistently and automatically tagged when it is created by business users. Because the process is automatic, all content is tagged with consistent information. What this means for BCBSRI is that their next-stage plans for personalization will be easier. What it means for members is that site content is already easier to search. Instead of getting hundreds of “hits” from a search on “high blood pressure,” for example, the searching member will get a more limited set of appropriate and still current information. Information on the

site is kept current because part of the tagging process involves the retirement of content as well.

### **Future plans**

By participating in Interwoven’s Customer Advisory Board, Blue Cross Blue & Shield of Rhode Island has played a unique role in influencing Interwoven’s product direction, including the current Interwoven 6 platform as well as Interwoven’s vision of the future, Content Networks. Content Networks is tomorrow’s evolution of ECM—extending how and who manages content and applications within and beyond an enterprise.

“We very much appreciate the role that BCBSRI has played on our advisory board,” says Jack Jia, Interwoven senior vice president and CTO. “Because the Blue Cross organizations are themselves a network, they have a great need to build a Content Network among themselves in order to easily share and re-use content in a secure manner.”

In order to prepare for Content Networks, BCBSRI will continue to roll out content contribution to a greater number of people in its organization. Additionally, they plan to implement a service-oriented architecture so they can extract further value from their existing Interwoven implementation and respond more quickly to members’ need for up-to-date information.

Fonseca concludes, “The investment in our new Interwoven-based sites is helping us transition from reactive care to preventative care, and in the long run this means a healthier member base and affordable healthcare. We look forward to our continued close partnership with Interwoven so that we can continuously improve our services to our members.”

## **Technology**

### **Solution Summary**

**Interwoven TeamSite**<sup>®</sup> content server software is used to power all BCBSRI’s Websites. TeamSite provides the foundation for distributed content contribution and central management of visual design through its templating and parallel development capabilities.

**Interwoven MetaTagger**<sup>®</sup> content intelligence server software ensures that content is automatically and consistently enriched with metadata, which will make other applications including personalization and search significantly more effective.

**Interwoven OpenDeploy**<sup>®</sup> distribution server software allows BCBSRI to distribute and replicate all types of content and application code from development to multiple production servers. OpenDeploy has allowed BCBSRI to significantly reduce the labor involved in distribution.

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