
Blue Cross Blue Shield of South Carolina: Automatic Fulfillment and Electronic Archiving of Benefit Materials

The Challenge:

Blue Cross Blue Shield of South Carolina is part of the nation's oldest and largest family of health insurance companies. The company prints, inventories and distributes more than 400 forms to internal and external users, sales literature used by agents and customized benefits books for its 300,000 members. A few years ago, it was determined that the company's processes for producing, managing and distributing printed materials were inadequate to handle the volume and variety of materials that were critical to its business. Orders were typically placed by fax or telephone with no system for order confirmation or inventory levels, and fulfillment could take as much as four weeks. Manual assembly of the customized benefits books sent to members left room for human error, and the company's customer service representatives had no way to confirm what information the customers they were assisting had received.

The Solution:

Already a strategic partner in providing digital printing services to the company, by virtue of the relationship forged by Cliff Hollingsworth, VP Digital Solutions, Consolidated Graphics became part of a project team formed to tackle the challenge. Made up of a variety of stakeholders, including senior management, user departments, and representatives of Keys Printing [A Westland Printers' sister facility] and CGXSolutions, the team created a multi-phase solution starting with a StoreFront site for customizable pieces, and expanding to include data tracking and reporting.

Since the implementation of the phases, no materials have been sent to the wrong group or member. In addition to convenient online access, updating, ordering, fulfillment and inventory management of print materials, users get personal service from a full-time help desk at Keys Printing. With the implementation of the final phases, Blue Cross Blue Shield accomplished its final goal of automating the production, assembly and distribution of its customized benefits books. Keys Printing uses a customized program to process the data sent each afternoon by Blue Cross Blue Shield and its HIPAA compliant variable data digital printing capabilities to print the books from the library of documents on the StoreFront site. It then sends PDF files of each enrollment booklet back to Blue Cross Blue Shield.

The Results:

Blue Cross Blue Shield now has over 3,000 registered users of the StoreFront solution through which more than 20,000 individual items have been picked, packed and shipped with 100 percent accuracy and dramatically improved delivery times. "Thanks to CGXSolutions, agents now get their sales literature in two to three days and, in some cases, the day after they place an order," said Sandy Kimmel, Organizational Development. "This is a dramatic improvement compared to our previous delivery times that averaged two to three weeks and could be as long as a month. In addition, we've been able to stabilize internal inventories, ensuring that our forms are current and our supplies are never depleted. The quality of printed materials is exceptional."

The Customized Benefit Book solution also is completely error free. In addition to improving accuracy, it has dramatically enhanced efficiency by eliminating labor intensive manual assembly, while also making the benefit books accessible to customer service representatives.

"I've been impressed with the CGXSolutions commitment to our mutual success," Kimmel added. "I find their staff to be a refreshing example of collaborative partnerships where both parties win."