



LEVERAGING COMMUNICATIONS TO DRIVE BETTER ENGAGEMENT

Jessica Kaufman
Blue Shield of California



Follow us on social.
Scale the Conversation.

CONFIDENTIAL

INNOVATE 2017 
Interact. Empower. **SCALE.**



1939

Established as the first not for profit health statewide, doctor-sponsored prepaid health plan in the nation



2014

ACA brings record 500+ IFP market growth



2015

Care 1st Joins the BSC Family

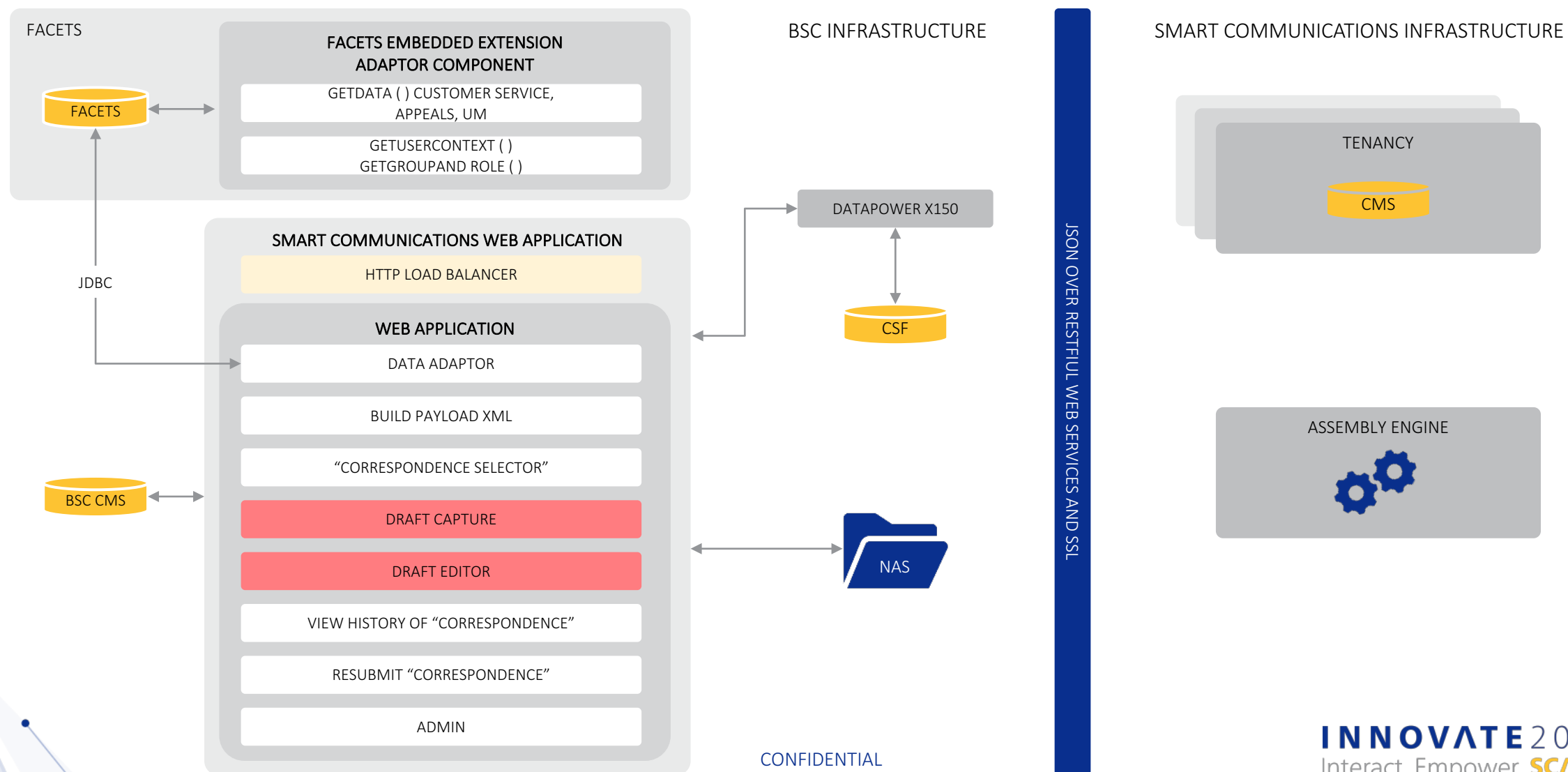


2017

On track to grow by 1 million members

CONFIDENTIAL

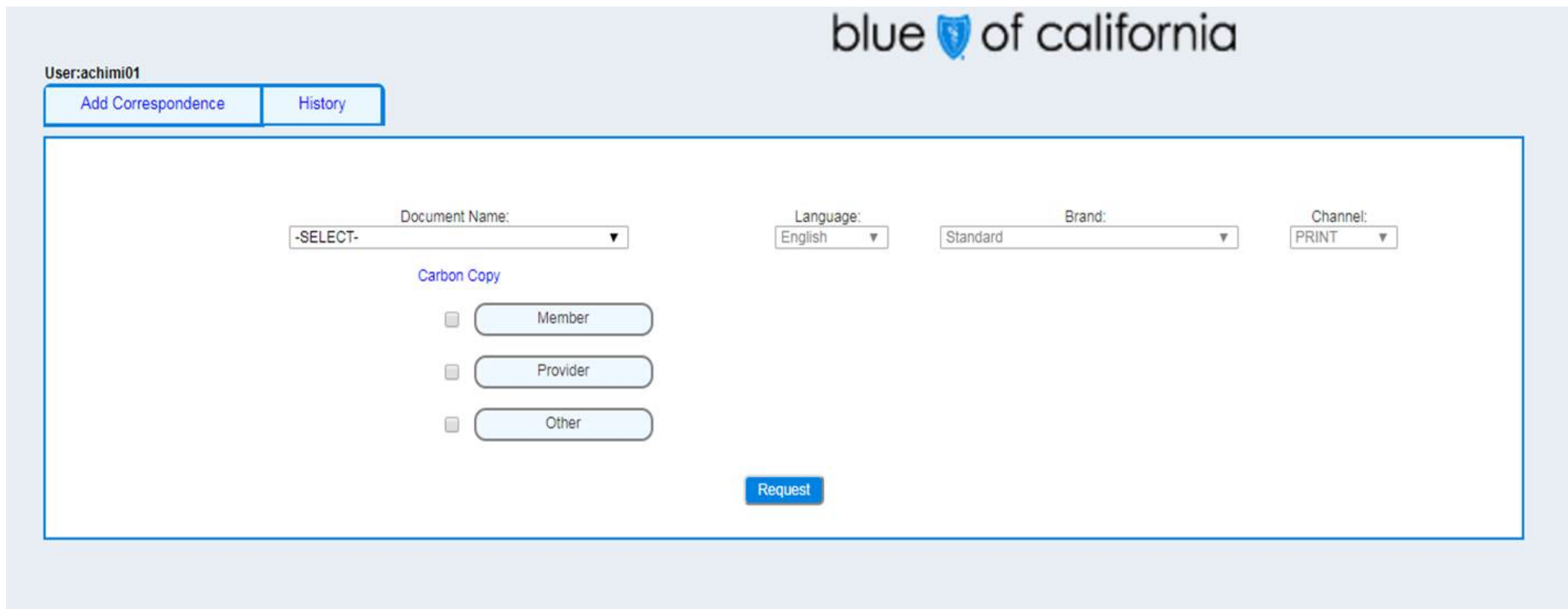
SOLUTION OVERVIEW



CONFIDENTIAL

SOLUTION OVERVIEW

User Portal



The screenshot displays the 'blue of california' user portal. At the top right is the logo. On the left, the user is identified as 'User: achimi01'. Below this are two tabs: 'Add Correspondence' and 'History'. The main content area contains four dropdown menus for filtering: 'Document Name' (set to '-SELECT-'), 'Language' (set to 'English'), 'Brand' (set to 'Standard'), and 'Channel' (set to 'PRINT'). Below these is a section titled 'Carbon Copy' with three options: 'Member', 'Provider', and 'Other', each preceded by an unchecked checkbox. A blue 'Request' button is positioned at the bottom right of the main content area.

blue of california

User: achimi01

Add Correspondence History

Document Name: -SELECT- Language: English Brand: Standard Channel: PRINT

Carbon Copy

☐ Member

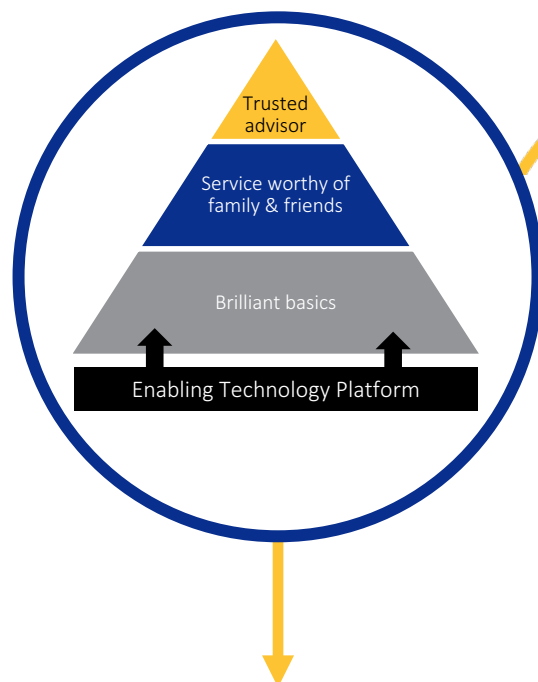
☐ Provider

☐ Other

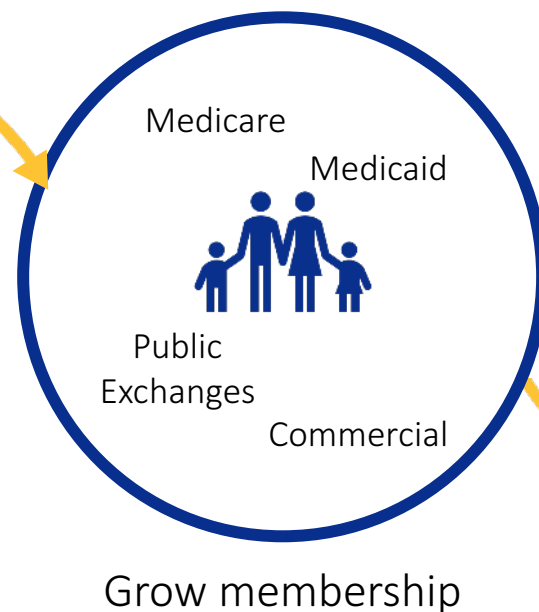
Request

OUR STRATEGY

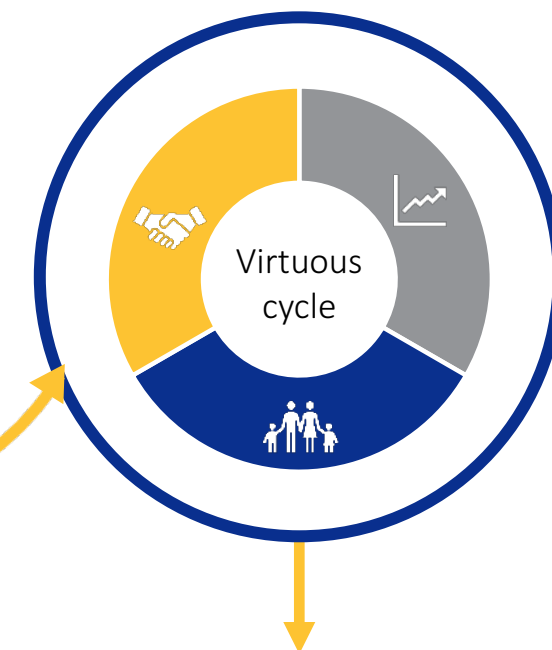
Become our members' trusted advisors



Create a sustainably affordable healthcare system worthy of our family and friends



Transform care through select provider partnerships



WHERE SMART COMMUNICATION MATTERS



1

BRILLIANT AT THE BASICS

BSC delivers consistent, high quality and effortless services to our members.

2

FOSTER EMOTIONAL CONNECTIONS WITH OUR MEMBERS

BSC's personalized and proactive interactions show our members we care.

3

DEEPLY UNDERSTAND OUR MEMBERS TO SURPRISE AND DELIGHT

BSC knows our members inside & out to deliver signature member moments.

4

DELIVER PERSONALIZED, INNOVATIVE & COMPELLING EXPERIENCES TO OUR MEMBERS


BSC delivers innovative & engaging experiences to our members, when & how they want it.

CONFIDENTIAL

CHALLENGES



SUCCESSSES

	2015	2017
 PAGES PER MONTH	39,000	186,000
 TEMPLATES	28	350
 USERS	600	2,900
 TEMPLATE DESIGNER	1	4
 BUSINESS ANALYST	1	1
 CHANGE CYCLE	6-8 WEEKS	10 DAYS

OPPORTUNITIES



- 1 Expand templates to support additional media formats in support of consolidated communications and “Go Green” initiatives: Email & SMS
- 2 Leverage existing capabilities to further improve accuracy of customer content
- 3 Continue to operationalize use of the solution across all areas of the enterprise
- 4 Streamline template design process and content management to enable same day template edits and corrections
- 5 Ensure integration with all future customer communication solutions within the entire customer journey

Q&A



CONFIDENTIAL

INNOVATE 2017 
Interact. Empower. **SCALE.**



INNOVATE 2017

Interact. Empower. **SCALE.**

CONFIDENTIAL

Follow us on social.
Scale the Conversation.

