



LEVERAGING COMMUNICATIONS TO DRIVE BETTER ENGAGEMENT

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Blue Shield of California



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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

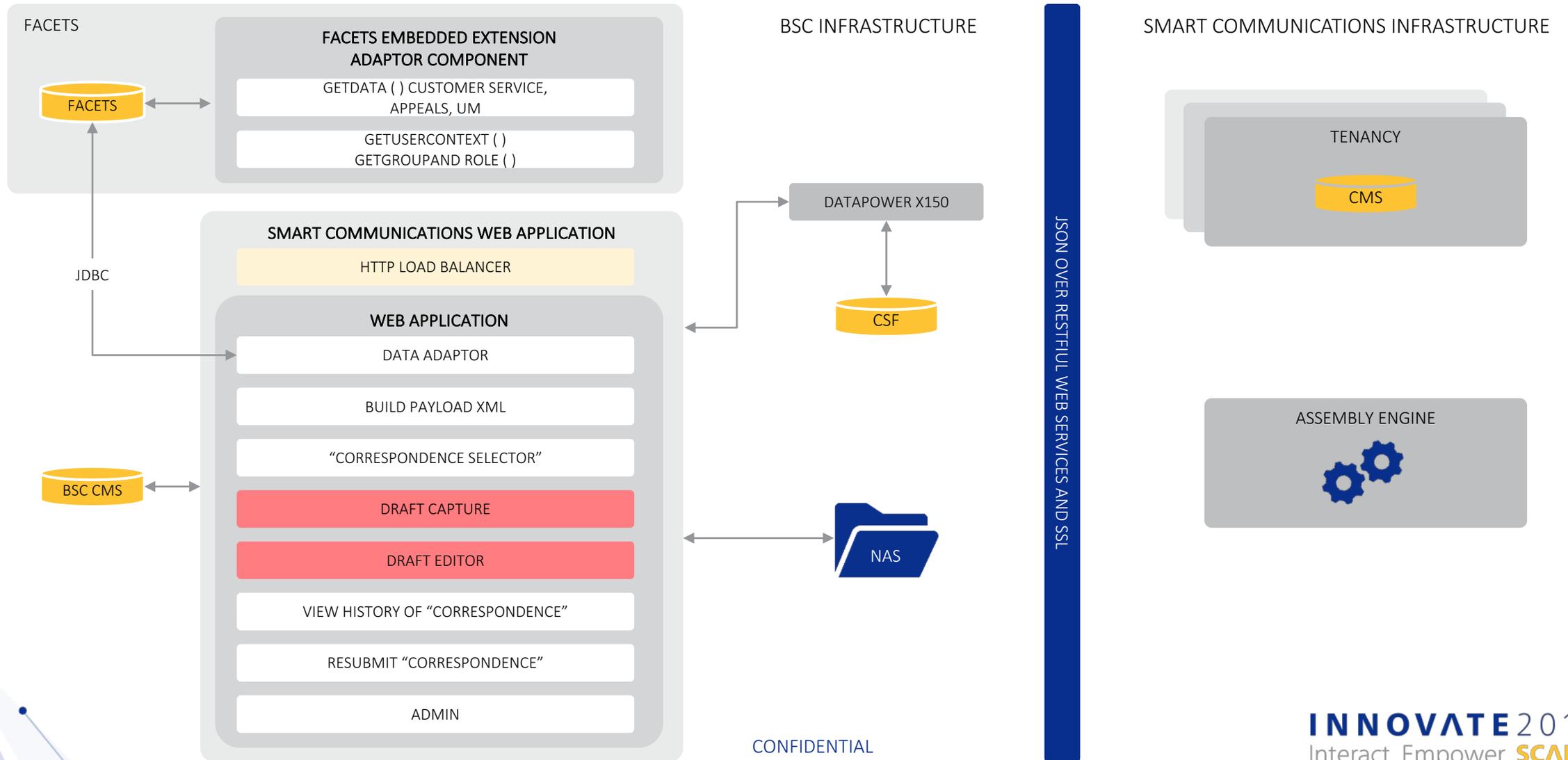
Care 1st Joins the BSC Family



2017

On track to grow by 1 million members

SOLUTION OVERVIEW



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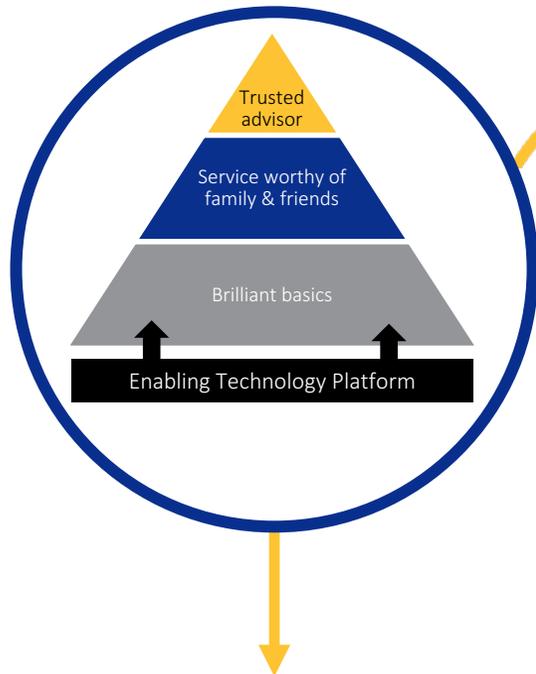
SOLUTION OVERVIEW

User Portal

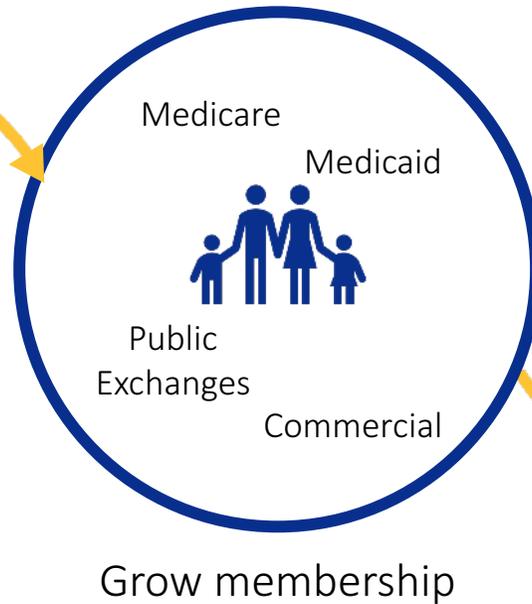
The screenshot shows a user portal interface for 'blue of california'. At the top right is the logo. Below it, the user is identified as 'User: achimi01'. There are two buttons: 'Add Correspondence' and 'History'. The main content area contains four dropdown menus: 'Document Name' (set to '-SELECT-'), 'Language' (set to 'English'), 'Brand' (set to 'Standard'), and 'Channel' (set to 'PRINT'). Below these is a 'Carbon Copy' section with three radio button options: 'Member', 'Provider', and 'Other'. A blue 'Request' button is located at the bottom center of the form area.

OUR STRATEGY

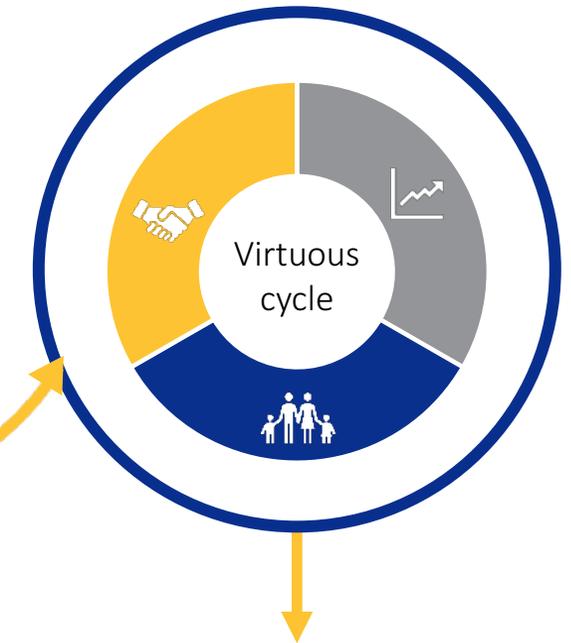
Become our members' trusted advisors



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



Transform care through select provider partnerships



WHERE SMART COMMUNICATION MATTERS



BECOME OUR MEMBERS' TRUSTED ADVISOR

We care about each and every member and are here to provide personal service that is worthy of our family and friends.

We will build a Blue Shield operating platform to consistently deliver innovative, high quality, and engaging experiences that exceed our members' expectations.

- 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.

CHALLENGES



Sustainability Plan



Operational Budget



Business Owner
& Support Staff



Change Management
Process –
Turnaround Time



Scaling Strategy

SUCCESSSES

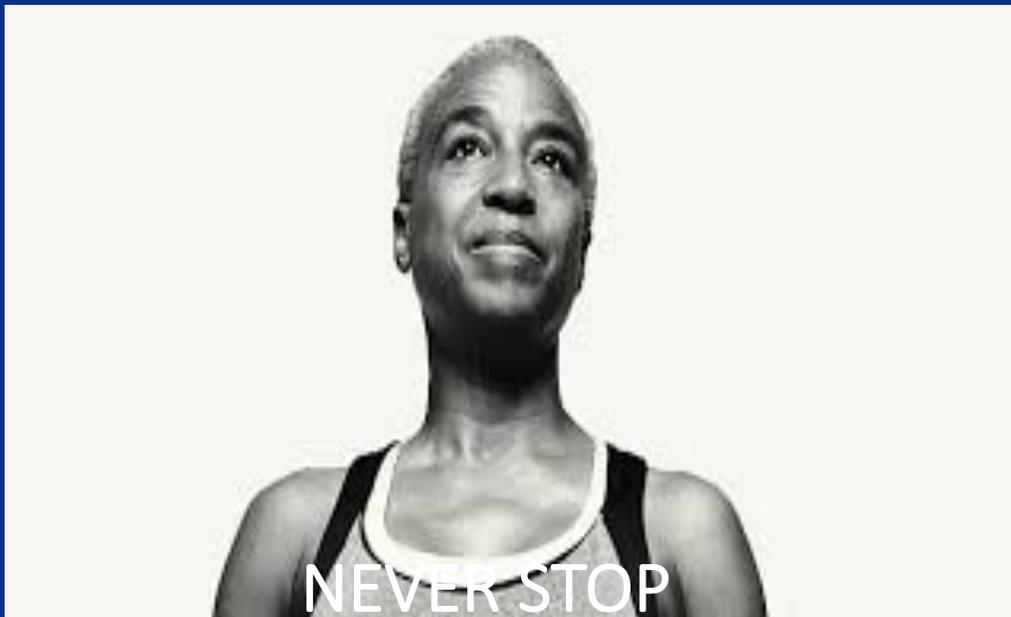
	2015	2017
 PAGES PER MONTH	39,000	186,000
 TEMPLATES	28	350
 USERS	600	2,900
 TEMPLATE DESIGNER	1	4
 BUSINESS ANALYST	1	1
 CHANGE CYCLE	6-8 WEEKS	10 DAYS

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



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