

# Solutions For Blue Cross Blue Shield Plans

Next-generation core administration and care coordination can transform your health plan to stay competitive. It takes people, process and technology to effect significant change. To move an organization forward, leaders who embrace new ways of working along with the necessary infrastructure and skill sets serve as important catalysts for business and cultural transformation.

## Maximize Revenue

BCBS plans must be ready to move quickly when an opportunity presents itself. This can take many forms, including:

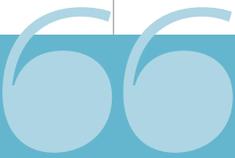
- > Offering plans in a new geography.
- > Launching a new line of business.
- > Acquiring another plan or provider-led plan.
- > Aggressively expanding membership within existing geographies and lines of business.
- > No matter what your strategy, the underlying technology must provide the ability to move fast and establish a competitive advantage. For many BCBS plans, outdated technology and manual processes are causing expensive workarounds, preventing successful responses to new business opportunities.

- > HealthRules users are able to launch new lines of business in a matter of weeks, instead of months or years.

## Lower Administrative Costs

Health plans with HealthRules solutions achieve maximum operational efficiency.

- > Revamped processes and modern technology help eliminate waste through automation, and maximize the use of available resources.
- > Savings make reallocation of resources possible, enabling additional innovation.
- > HealthEdge helps Blue Cross Blue Shield organizations significantly lower administrative expenses with cutting edge technology.



We were seeking a business partner that can support our current and future needs. We are looking forward to working with HealthEdge as we navigate these challenging times in healthcare. HealthRules Payor will provide critical underlying technology to help us scale our business, accelerate the adoption of value-based reimbursement models and take advantage of future opportunities.”

SUSAN COURTNEY, EVP OPERATIONS, BUSINESS PROCESS AND SHARED SERVICES  
BLUE CROSS AND BLUE SHIELD, NEBRASKA

## Agility & Flexibility

With HealthRules solutions, you can satisfy your customers' needs with business analysts in record time, without costly software coding.

- > Reconfigure a benefit plan in a matter of hours.
- > Reprocessing in response to a change is fully automated for maximum efficiency and accuracy.

## **BCBS Partnership**

HealthEdge has created capabilities within HealthRules Payor to support all aspects of the BlueCard® program. We have partnered with PlanConnexion® to ensure we are using the highest standard of hosting services.

Our strategic partnership with PlanConnexion® will help Blue Cross Blue Shield organizations shorten the time to go-live, ensure a smoother transition and a successful implementation.

## Transparency

Accurate real-time data transparency is a must in today's healthcare system.

- > Members want information 24/7/365, and customer-facing staff are expected to provide answers with confidence and accuracy.
- > Everyone in the plan has access to the same information at the same time.
- > Members have the information required to quickly and accurately evaluate our of pocket costs as well as quality and service, and to comply with their care plans.
- > Providers have the ability to get the real-time information that will be required for them to play their roles, lowering medical costs.

**Our Mission** is to revolutionize healthcare by delivering transformational business and IT solutions that enable our customers to: lower their healthcare costs, delight their providers and members, and innovate to make their businesses and communities stronger and healthier.

For more information, visit: [healthedge.com](http://healthedge.com) or call: 781.285.1300