

Case study

Blue Cross of Idaho enhances member experience with dynamic content



Custom content delivered in minutes with HP LiveSite

Industry

Health insurance

Objective

Refresh five business-critical websites with a redesigned visitor experience. Integrate HP LiveSite with current HP TeamSite implementation to empower the business to control dynamic, targeted content

Approach

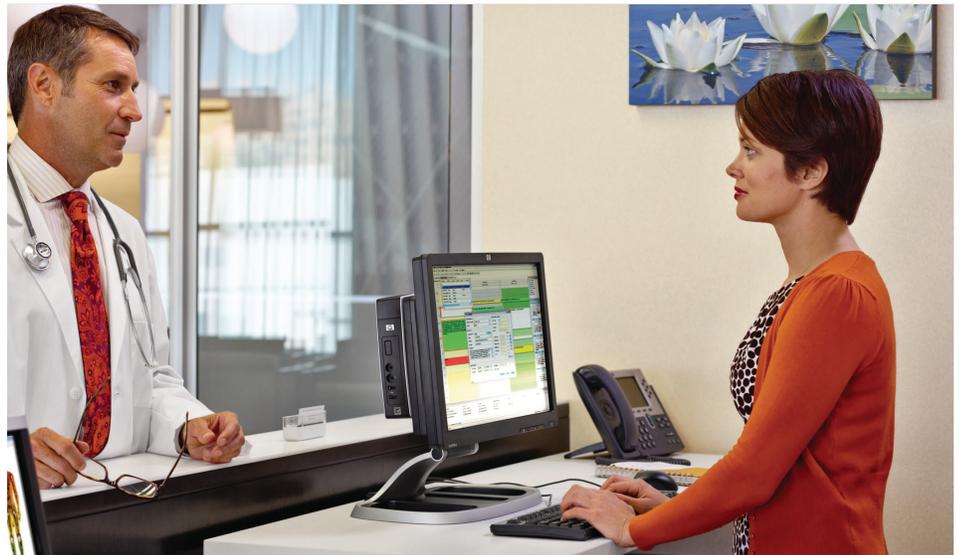
An already satisfied HP customer turned to HP partner Klish Group to deploy an integrated HP TeamSite and LiveSite solution for refreshing and maintaining five vital websites

IT matters

- Reduce the complexity of content management and deployment
- Shrink time to deliver custom content from weeks to minutes
- Cut time to deliver landing pages from multiple to a single day
- Free up IT resources to focus on developing high value applications

Business matters

- Build member loyalty and satisfaction with targeted, dynamic content delivery
- Accelerate time-to-market for creating and updating dynamic websites
- Empower business users to create and manage their own content
- Increase prospective member conversion rates by five percent
- Provide a better understanding of visitor needs
- Ensure compliance with industry regulations



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HP LiveSite helps health plan provider deliver a powerful targeted online experience

Blue Cross of Idaho wanted to reinvigorate its members, providers, brokers, and shopper websites, enhancing the visitor experience with tailored content. At the same time it wanted to eliminate bottlenecks caused by IT through empowering the business to manage and maintain content. HP LiveSite simplifies creation and management of personalized, dynamic visitor experiences.



Custom content created in 10 minutes



Challenge

Providing health benefit plans across Idaho

Health insurance provider Blue Cross of Idaho has designated websites for individual, corporate and prospective members, its health care providers and its brokers. Full of static content, its five sites needed to be reinvigorated. “We wanted to give our visitors the best experience possible on our websites,” reveals Anthony Noriega, Web Marketing specialist at Blue Cross of Idaho.

Blue Cross of Idaho has been providing health care plans for people across the state of Idaho since 1945. Headquartered in Meridian and with district offices throughout the state, the not-for-profit organization is now the largest health benefit plan provider in the state with 800,000 members.

More than 1,000 staff members provide plans for companies of all sizes as well as individuals. Its health care providers range from smaller doctors’ offices to larger medical facilities.

To deliver an optimal visitor experience for members of corporate plans, Blue Cross of Idaho needed to customize and target the content on its member website. “We didn’t want to just offer companies an out-of-the-box template that didn’t have any flexibility,” comments Noriega.

Handing ownership back to the business

Scott Sparkman, IT manager at Blue Cross of Idaho explains why IT wanted to give business users the ability to support and maintain their own content. He states, “The business and corporate communications teams wanted to control content, changes and things that they need without the bottleneck of IT which would help them better reach their goals.” In the driver’s seat, the business would be able to deliver highly-customized member websites more rapidly.

To reinvigorate its websites and allow the business to take greater ownership of its content, the health plan provider embarked on a project to implement a modern solution for managing and deploying content.

Solution

Tight integration with HP TeamSite minimizes complexity

After searching the market, Blue Cross of Idaho created a shortlist of best-of-breed solutions. The organization elected to add HP LiveSite to the HP TeamSite implementation it has been using to manage its websites for many years. The tight integration between the two products would minimize complexity and the time required to deploy new websites.

“We chose HP LiveSite because it was so user friendly,” adds Noriega. “The ability to use the TeamSite interface was a driving factor in our decision.”

“The LiveSite support for SEO optimized content was also important,” he continues. “It ensures header tags are in the correct place, images all have alternate tags and it allows us to create page titles in plain language.”

The organization turned to HP platinum partner and HP TeamSite experts Klish Group to implement the solution that would optimize content creation, management and deployment. Klish Group also provided training for both business and development staff, including instruction on setting up rules and working with components.

Six business users – all subject matter experts – are now using HP LiveSite to maintain policies and procedures, as well as apply updates and notifications. “It was easy to get business users over the small learning curve from the old platform to the new one,” comments Noriega.

A brand new portal is delivered within months

The first website built on HP TeamSite in combination with LiveSite, a brand new shopper portal aimed at prospective members, took less than eight months to develop and deploy. It displays all of Blue Cross of Idaho’s health insurance plans and services, and allows prospective members to purchase plans.

Blue Cross of Idaho launched its second site, which is for members, just six months later. It provides members with the tools they need to create an account, view all relevant information about their policy, such as benefits and claims, and more. Self-service features for making informed health care choices, and includes tools for searching for estimating charges, managing claims and finding a provider.

“We’re delivering a number of large sites,” explains Sparkman. “Our third site will be for our health care providers. It will help them administer claims and check members’ benefits, amongst other things. There are numerous tools to help them simplify their daily tasks.”

Native support for .NET simplifies development

Sites make use of both out-of-the-box components, such as the text component, and custom components. Custom components include a navigation component along with a custom text component that can be tagged based on the company or provider. Some are customized HP TeamSite and LiveSite components while others are custom-built .NET components built from scratch.

“The HP LiveSite support for .NET helps our organization immensely because our web developers are Microsoft® developers,” comments Sparkman. “Enabling them to build customized components in a way that they’re used to is a great advantage.”

Rules deliver dynamic content for an optimal experience

Customized and dynamic content incorporates everything from document lists and navigation to content within individual pages.

Dynamic menu options are based on the status of individual members. Customization is driven by the specific content companies need their members to see. Noriega explains the importance of this segmentation, “Some companies have opted out of specific services and with HP LiveSite we can ensure their members don’t see documents relating to these. Also, if there are any custom documents they want to display, with LiveSite we can display these to only their employees.”

Tight integration with HP TeamSite simplifies workflows

To deploy the tailored content the HP LiveSite display services engine interprets rules and configurations that have been created within HP TeamSite by the corporate communications, marketing and IT teams.

Tight integration with HP TeamSite, where pages and content can be created and updated with ease, ensures content follow the approvals workflow.

“Our approvals workflow in TeamSite ensures content is approved by content creators, management approval and corporate communications before it is automatically deployed to the LiveSite run time,” confirms Sparkman.

Furthermore, Blue Cross of Idaho is able to remain compliant with industry regulations that require it to be able to track back through previous versions of its websites. Web versioning capabilities provided by TeamSite allow it to save archived copies of individual assets and entire sites so it can compare, track or roll back any part of any of its websites.

Customer at a glance

Application

HP LiveSite
HP TeamSite

Our partners support



Klish Group is a technology services and software company developing and delivering HP Software solutions across a broad range of industries. Service offerings include strategy, platform architecture design, product installation, configuration, upgrade, migration, custom software development, application integration, user training and customer support. As an HP Marketing Optimization Partner, HP has recognized Klish Group for their deep product expertise, ability to deliver complex integrations and many successful client implementations over the past decade. For more information go to klishgroup.com

Benefits

A highly tailored visitor experience in minutes rather than weeks

HP LiveSite has enabled Blue Cross of Idaho to significantly reduce the time it takes to deliver the custom content required to deliver an engaging visitor experience. As Noriega confirms, "Previously it could take up to a week to code the custom logic into pages. It now takes a little over 10 minutes to build custom right hand navigation. We can deploy it within 15 minutes." Furthermore, the plan provider can now deploy marketing landing pages within a day. Previously it would have taken days.

With HP LiveSite Blue Cross of Idaho can fulfill any specific requests companies have for their websites – a great selling point. "We're not pigeonholing the companies we serve into an out-of-the box website," comments Noriega. "HP LiveSite allows us to highlight how their employees – our members – can have a customized experience dedicated to them."

But it's not just its member site that is benefitting from the HP LiveSite implementation. Blue Cross of Idaho's new, and much improved, shopper site has seen conversion rates increase by more than five percent from its previous shopper site.

Empowered business users accelerate time to market

With full control over content and without the bottleneck of IT, Blue Cross of Idaho's business and corporate communications users have reduced the time required to deliver the high-tailored sites promised by the sales team. They can also respond to requests for amendments much more rapidly, delivering a higher level of customer service.

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"By moving IT away from controlling the whole site we have been able to free up resources from site maintenance and delivery to focus on application development," comments Sparkman. "Empowering the business has been significant for our IT department."

Plans for the future

The sites currently leverage the HP Intelligent Data Operation Layer (IDOL) to optimize search results for visitors. Noriega has bigger plans for the future. He plans to utilize IDOL to gather information about the different site visitors. As he explains, "If we understand members' navigation paths we can tap into their claim history and display targeted content based on their claims data and claims history."

Noriega also plans to use insight provided by IDOL to improve navigation, eliminating any pain points where visitors have a tendency to get stuck. "The insight will also give us a better understanding of what new tools we need to provide to members or which tools are most popular so we can enhance them," adds Sparkman. "IDOL can help us make sure we're putting investment into the right places."

In the longer term Noriega envisions using IDOL combined with HP Explore to provide a comprehensive dashboard of events on all its channels - including the website, call centers and social media. He notes, "Knowing what IDOL is capable of really helps us keep moving forward to where we need to be."

Blue Cross of Idaho is just beginning its journey with HP LiveSite. "We are looking to output dynamic content to social media using HP LiveSite. I believe HP LiveSite has many more capabilities that we can take advantage of as we evolve and enhance our solutions," concludes Noriega.

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