



## CASE STUDY

## Solving Blue Cross and Blue Shield of Illinois' Need for Improved Internal and Provider Communication with a Central Portal

**BlueCross BlueShield  
of Illinois**

Information gathering and sharing was based on paper or inefficient electronic tools, forming an unwieldy system. MXOtech designed & created a better solution.

## Background

Like others in this highly regulated, constantly changing industry, Blue Cross and Blue Shield of Illinois, a very large health insurance carrier, was faced with a spiraling communications crisis among its internal staff, as well as with its provider groups, office staffs, and other constituents. Much of its information gathering and sharing was based on paper or inefficient electronic tools, forming an unwieldy system. Furthermore, many of the company's users worked remotely, making data collection, communication, and reporting difficult and inconvenient.

## The Approach

With input from involved users, MXOtech built a new central point of communication for internal employees and medical group clients. In the new system, users have the capability to view the latest documents, reports, fee schedules as well as modification tracking.

The new portal eliminates problems of losing changes when emailing revised data back and forth. Users can access a common calendar to view and efficiently schedule appointments for meetings and events. Automatic notices can be generated for new items, announcements, and links.

Unlike email-based systems, the portal also provides greater security for sensitive data. Automatic safeguards ensure confidentiality and appropriate access to information, which in turn enables easier compliance with HIPAA guidelines.

With security safeguards in place, users are also allowed the freedom to create and develop various web based forms with logic tied to them, surveys and link tools like data validation applications and other tools that are commonly used by their community. Access at various levels – employee, internal or external clients -- can be driven by permissions, which are set up by logins. For example, physician groups with different fee schedules can login with their credentials and see only the fee schedule tied to them. The portal enables easy, efficient reporting on hundreds of different types of information, including various surveys that are required to meet NCQA and HEDIS compliance.

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The freedom to create and develop various web based forms with logic tied to them

Permission driven access levels

Easy, efficient reporting on hundreds of different types of information

More flexibility and efficiency for simpler NCQA and HEDIS compliance.

## Results

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Today, the company's providers and users enjoy the advantages of:

- A central place to aggregate content from numerous sources
- Ability to launch into separate self-contained applications from the portal
- A central calendar, announcements, links, corporate programs
- Monthly or quarterly reports detailing fees earned
- News and other features

## Technology

- **Portal:** Running on Microsoft Server 2003 technology, using SQL Server 2005 as the database backend, and SharePoint Services as the front-end.
- **Custom Rich Internet Applications (RIA):** Specially written to be hosted within the SharePoint system were developed in ASP.NET using the Visual WebGui framework.
- **Visual Webgui:** Allowed for interactive design changes during design review sessions with the client, following an Agile development cycle.