



Blue Cross and Blue Shield of
Minnesota
Eagan, MN
www.bluecrossmn.com

Industry:

Healthcare

Annual Revenue:

US\$8.4 billion

Employees:

4,000

Oracle Products & Services:

Oracle Universal Content
Management

“We need a content management system that provides a single content repository that can be integrated with a wide range of applications and content sources. Oracle Universal Content Management delivers the scalability and functionality we need, along with the best tools for integration we have seen.” – Tom Chaffee, Principal Operations Architect, Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of Minnesota Improves Timeliness of Web Content and Reduces IT Complexity

Blue Cross and Blue Shield of Minnesota is Minnesota’s oldest and largest nonprofit health insurer—serving approximately 2.9 million members. The company’s insurance plans include traditional indemnity coverage, Health Maintenance Organizations (HMOs), Preferred Provider Organizations (PPOs), and major medical plans. It also offers medicare advantage PPOs and other products designed for seniors. Blue Cross expanded what was already the nation’s most extensive disease management program and now offers high-tech, phone-based nurse support to members with chronic conditions along with other health improvement programs such as fitness center discounts.

Challenges

- Improve timeliness and relevance of the organization’s Web content to better serve internal and external audiences
- Reduce the time and resources required to maintain the company’s public Web site and intranet

Solution

- Implemented Oracle Universal Content Management to improve the quality of Web and intranet content, and simplify the process for making site updates
- Enabled business managers to update Web content without assistance from IT staff
- Reduced the time required to complete Web site updates from an average of 3 days to just 15 or 20 minutes
- Improved service to constituents by consistently providing the most up-to-date information on products and services
- Deployed the solution to hundreds of employees, a figure that is expected to increase to more than 4,000 users by 2009
- Increased the productivity of the organization’s Web engineers
- Created a solid foundation on which the organization can expand its use of Oracle Universal Content Management to include digital asset management and document management
- Gained the ability to integrate additional business applications with the system at a later time to create a comprehensive enterprise content management solution