



BlueCross BlueShield of South Carolina

Setting a new standard for document delivery



For many in the healthcare industry, automated e-delivery of business documents represents a new strategic direction with real value waiting to be tapped. BlueCross BlueShield of South Carolina, a leading health insurance provider that also administers federal health insurance programs, addressed its evolving document communication needs by designating Esker DeliveryWare and Esker Fax™ as enterprise standards.

Challenge: Cure dependency on paper

BlueCross BlueShield recognized that paper document delivery processes (such as standard mail and manual fax) were impeding communication and delaying business processes. In their State Managed Care department, for example, paper faxes were received at central fax machine. Medical Service Technicians (MSTs) would pick up faxes at several intervals throughout the day; then sort, review, and distribute to staff. Handled faxes would be filed in folders, which would be picked up by MSTs at the end of the day. Then faxes would be sent via manual fax and re-filed. Sent faxes were indexed, imaged, and filed yet again.

Solution: Esker DeliveryWare and Esker Fax

To realize the vision of new efficiency and productivity, BlueCross BlueShield enlisted Esker and its strategy of total document solutions. BlueCross BlueShield implemented Esker Fax for integrated desktop and production faxing, and Esker DeliveryWare for intelligently automated document composition and delivery via fax plus XML, web, email, PDF, archive, and more.

With Esker Fax in the State Managed Care department, designated department contacts retrieve and review faxes sent to group TAO email accounts. The faxes received by this generic account are forwarded to appropriate staff, who then store the information in a template on a shared network drive. A copy is forwarded to a TAO email account for medical records archiving. Completed templates are easily retrieved and faxed to customers.

Benefits: A total fax solution

Standardizing with advanced Esker automation technologies means less paper to be handled or misplaced. Work can be done from user workstations, and productivity is improved by rapid exchange of documents. Shared-drive storage and update enables everyone to view the status of individual cases without having to search for hardcopies.

Realization of these benefits represents a new economics

of business communication — which is especially significant in the healthcare industry, where documents are vital links connecting insurance providers, medical facilities, healthcare professionals, and individual members.

According to Anand Jani, Systems Lead for Telephony at BlueCross BlueShield of South Carolina, “In our line of work, document communications are a huge part of the process. One of the best benefits of Esker Fax and Esker DeliveryWare is inbound routing through email and directories. And with the expertise of Esker’s professional services and tech support teams, we can grow at our own pace and get maximum ROI.”

Future improvements

Initially, BlueCross BlueShield brought five Esker Fax and Esker DeliveryWare servers online with plans for another five shortly thereafter. The IS/Telephony team at BlueCross BlueShield will bring additional servers online as it continues to educate its internal “customers” about the value and cost-savings potential of e-document automation.

To spread the word about Esker Fax and Esker DeliveryWare, BlueCross BlueShield of South Carolina produces a quarterly newsletter highlighting Esker Fax and Esker DeliveryWare benefits. They also hold an annual conference where users of Esker Fax and Esker DeliveryWare from across the enterprise — and line-of-business managers interested in the solution — can come together to share information.

“The way we see it, the possibilities are unlimited,” says Pete Sheridan, Manager of Telephony at BlueCross BlueShield of South Carolina. “We not only process BlueCross insurance business in South Carolina, we administer Medicare and military health claims for the federal government — and we continue to grow.”

“With Esker’s DeliveryWare Rules Engine technology, we can automate any business process step that involves documents.”

Anand Jani ■ Systems Lead for Telephony ■ BlueCross BlueShield of South Carolina

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