



BlueCross BlueShield of Tennessee

Improving Customer's Lives with Individualized Insights from Teradata Integrated Marketing Cloud

We power marketing.



TERADATA

Increasing Customer Loyalty with Individualized Messaging

As Tennessee's largest supplier of health benefit plans, BlueCross BlueShield of Tennessee (BCBST) has been helping residents find their own unique paths to good health for more than 65 years. The organization is an independent, not-for-profit, locally governed health-plan company that is part of the BlueCross BlueShield Association, a nationwide operation. As an organization dedicated to the well-being of its members, BCBST needed a data-driven marketing solution so that it could leverage individualized insights from customer data to drive meaningful member relationships. With the help of the Teradata Integrated Marketing Cloud, BCBST hoped to improve member satisfaction, increase member loyalty, and ultimately advance healthcare quality.

Problem

Serving 3 million people in Tennessee and across the country gives BCBST the opportunity to positively impact healthcare quality. Despite BCBST's efforts, however, the state's health was still in jeopardy. In 2014, Tennessee ranked 45th in the nation in health status according to the United Health Foundation. This annual ranking takes into account a comprehensive set of behaviors, public health policies, community and environmental conditions, and clinical care data.

To raise the status of the state's health, BCBST sought to connect with and guide members to a healthier way of life through clinical campaigns. These campaigns communicated the type of action members needed to take for preventative healthcare. Examples include health recommendations for Diabetes, Coronary Artery Disease, Asthma and ADHD. Unfortunately, the marketing system BCBST had in place was extremely limited and a hindrance in connecting with and influencing members.

“We needed access to customer information in real time in order to promote better health among BCBST members.”

– Sherri Zink, Vice President of Medical Informatics, BCBST



Before turning to Teradata, BCBST bombarded members with clinical messages that were sent by different functional areas within the company. These communications were sent with no regard to time or audience, which ultimately created member confusion and frustration. Members disregarded the information and their health continued to suffer. Adding to member confusion, every person identified for a campaign received the same message through one channel, automated phone messaging. Members would receive a standard voicemail about a medical problem they most likely didn't have.

“We realized as an organization that having a better understanding of our members would help us support and service them at a higher level,” said Sherri Zink, Vice President of Medical Informatics. “We needed access to customer information in real time in order to promote better health among BCBST members.”

BCBST needed the ability to centralize clinical campaigns in a coordinated process that would allow the organization to focus on members' individual needs and improve the overall member experience. BCBST turned to the Teradata Integrated Marketing Cloud to enable the use of clinical and lifestyle member information to create individualized messages that would encourage members to engage in better health practices.

Solution

The Teradata Integrated Marketing Cloud was chosen as the driving force behind managing communications with BCBST's 3 million members under Commercial, Medicaid, and Medicare Advantage business lines. Unlike other solutions of its type, the Teradata Integrated Marketing Cloud brought together the power of integrated marketing management with Unified Data Architecture to provide a centralized view of data from marketing initiatives throughout the organization. With these capabilities, BCBST could significantly increase reach and best enable the deepest level of data-driven marketing opportunities.

The implementation of the Teradata Integrated Marketing Cloud was achieved through a phased approach that enabled BCBST team members to use various aspects of the solution before entire functionality was available.

- Phase 1 - BCBST implemented Omni-Channel Marketing, which enabled the company to design member interactions, analyze and predict member behavior, build campaign steps, and execute real-time interactions across two delivery channels.
- Phase 2 - BCBST expanded their Omni-Channel Marketing Solution to include four delivery channels: email, text, phone, and mail.
- Phase 3 - BCBST implemented Marketing Resource Management with an emphasis on Workflow and Collaboration Manager to orchestrate and optimize internal and external marketing resources.

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The phased approach allowed BCBST to manage and control the system overhaul. Once the insurer achieved full functionality, BCBST was able to sustain a highly capable marketing organization that achieved success through key capabilities and a streamlined process.

When creating a campaign within the Teradata Integrated Marketing Cloud, the first step was segmentation. To accurately target members with the optimal clinical campaign or program, BCBST relied on two major components. The first was a set of algorithms that appropriately identified, organized, and prioritized member information within BCBST's databases. The second component was a process that provided a holistic view of each member based on lifestyle and clinical characteristics.

Each component was provided in Teradata's easy-to-use interface that allowed BCBST to achieve member segmentation based on chosen sets of attributes. With this functionality, BCBST was finally equipped to connect with members on an individualized level. Adding further value to the segmentation process, all customer information was available in a centralized source that could be utilized across the entire company to ensure alignment.

Once members were correctly segmented, the Teradata Integrated Marketing Cloud allowed BCBST to prioritize campaigns based on highest medical need and establish business rules to limit the number of times a member could be contacted within a given period of time. During the final execution stage of the Teradata Integrated Marketing Cloud solution, messages were automatically delivered via member's channel of preference, providing preventative care instructions that were relevant to the each member. Further, if members did not take action within a set time period, the message was repeated.

"With the Teradata Integrated Marketing Cloud, all of our customer and campaign data was integrated onto a single platform," explained Zink. "By having a single view of all marketing activity, we were able to set standards that prevented members from being bombarded with irrelevant information. Our goal was to deliver the right information at the right time, when the member needed it the most."

After a campaign was executed, all details of the campaign were recorded and stored within the Teradata Integrated Marketing Cloud platform. If members followed up via phone call after a campaign message was delivered, consumer advisers at BCBST could immediately access the campaign details to see what the member received. With this capability, consumer advisers were fully equipped to address member questions and concerns.

This automated and individualized campaign process eliminated previous challenges with member confusion and message fatigue. With these robust Teradata-enabled capabilities, BCBST was able to manage marketing effectively and efficiently, across channels, borders, and time zones—wherever, whenever, and with whoever was needed to be successful.

"We no longer have siloed campaign processes. Member communications are tailored to the individual, which has enabled greater engagement and response."

– Sherri Zink, Vice President of Medical Informatics, BCBST

72% of Members Took Action



Results

After an aggressive six month implementation, the Teradata Integrated Marketing Cloud turned BCBST's marketing vision into reality. The company was able to execute 15-20 simultaneous campaigns per month. Early clinical campaigns drove 72% of recipients to successfully take action on clinical recommendations ranging from checkups to blood donations. In some cases, campaigns achieved as high as 85% completion.

"With the Teradata Integrated Marketing Cloud, we've been able to integrate and bring together marketing campaigns across all lines of business. With our new approach, we've been more successful than we ever thought possible," said Zink. "We no longer have siloed campaign processes. Member communications are tailored to the individual, which has enabled greater engagement and response."

Several months after deployment, campaign effectiveness studies were completed and showed a 10% gain in members taking action and receiving preventive care as requested. During this time, 12 campaigns successfully contacted more than half a million BCBST members. These members took action 1.1% more often than those who were not contacted via campaign outreach, netting a savings of nearly \$80,000. To date, over 35 clinical campaigns have resulted in a return on investment of over \$1.5 million. That more than covers the costs associated with initial implementation.

Teradata Integrated Marketing Cloud empowered BCBST to positively impact Tennessee's health. One of the measures for quality at a health plan association is the Healthcare Effectiveness Data and Information Set (HEDIS) score. HEDIS is used by more than 90 percent of America's health plans to measure performance on important dimensions of care and service. Based on a study of clinical campaigns impacting BCBST's Medicaid population, the new, Teradata-enabled campaigns contributed to as much as 17% of BCBST members' HEDIS scores for targeted measures. Essentially, BCBST's outreach led to healthier members and ultimately a healthier community and state.

The Teradata Integrated Marketing Cloud enabled BCBST to leverage individualized insights for better member outreach, driving better health outcomes. With Teradata's capabilities, BCBST has become a data-driven marketing organization that is able to encourage member interactions through data-driven insights, increase agility and efficiency, achieve greater health goals, and architect greater customer experiences.



Power your marketing with the Teradata Integrated Marketing Cloud. Make one-to-one customer connections easily from a single solution and know more about your marketing, your customers, and your business.

To learn more about how Teradata's Digital Marketing solution can power your marketing, visit marketing.teradata.com.



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