

Blue Cross Blue Shield of Michigan Gains Immense Value With MembersEdge



CHALLENGE:

Blue Cross Blue Shield of Michigan (BCBSM) had been operating a legacy membership and billing system that lacked modern functionality. The Plan needed an integrated membership and billing system that would position it for a more consumer-centric healthcare market and support multiple lines of business, including individual, group, self-funded and ancillary. In addition, finding a shared solution was imperative to reduce long-term costs associated with maintaining a membership and billing platform.

SOLUTION:

BCBSM implemented **MembersEdge**[®], NASCO's comprehensive membership and billing solution that simplifies and automates the enrollment and billing processes and supports customer service and customer self-service through integrated Web services. The Plan currently leverages MembersEdge for both individual and group insured and self-insured business.

In order to remain competitive in today's ever-changing healthcare market, Blue Plans must be able to build or leverage scale. With MembersEdge, Plans can take comfort in the fact that it is a real-time, market-driven membership and billing product that was built in collaboration with, and is leveraged by, several Blue Plans.

“ Since MembersEdge is a shared solution, we are able to leverage the combined scale and investments of NASCO, as well as other Plans when new capabilities are required. ”

– Chris Maier, Vice President of Claims, Enrollment and Program Management, BCBSM

MembersEdge provides customizable and fully automated billing capabilities that include benefit and payment arrangement options as well as invoice consolidation. The product's comprehensive features ensure that Plans maintain a competitive edge in their marketplace.

“ The MembersEdge product offers functionality beyond what we have seen in other solutions we have used. It has allowed us to significantly reduce the cost of our ASO billing function, and it has positioned us to support the healthcare exchange as well as new healthcare products in the market. ”

– Chris Maier, Vice President of Claims, Enrollment and Program Management, BCBSM

RESULTS:

Primarily driven by the integration of front-end processes with MembersEdge, BCBSM has improved the overall efficiency of enrollment, membership and billing. In addition, the Plan's greatest gains have been in the ASO billing area. Historically, these billing functions were manual. Now, with the automation available through MembersEdge, the Plan's costs to perform these functions have decreased significantly.



Decrease in costs associated with ASO billing



Improvement in overall efficiency