



CEO's Perspective

We are not a vendor. We are a partner.

You probably think you know NASCO. Many people have an idea of what they think NASCO is — or was. But what you may not know is that NASCO has been hard at work transforming our organization into a modern and agile healthcare technology company. Of course, some things haven't changed — we're still owned by and exclusively serve Blue Cross® and Blue Shield® health plans, and we're still committed to ensuring that the Blues are primed for the future of healthcare.

We are not a vendor. We are a partner — a partner whose sole purpose is to ensure your success. Nobody wants to go it alone, and we don't want you to. We're all in this together — Collaborating. Innovating. Co-creating.

Over the years, we've partnered with the Blues to build shared solutions and leverage shared investments, which saves time and money and connects Blue Cross and Blue Shield health plans with one another. This concept was one of the key drivers behind Blue Cross and Blue Shield of Vermont's (BCBSVT) total system migration to NASCO. The migration was an immense undertaking for the health plan, and it was the epitome of collaboration. We worked closely with BCBSVT throughout this multiyear migration effort and, together, we celebrated its successful completion at the end of 2018.

NASCO has emerged as a leading technology innovator. We've partnered with technology incubators, like Georgia Tech's Advanced Technology Development Center, to create a vehicle for entrepreneurs in health-care-focused technology to share their innovations with NASCO and with our plan partners. We've developed our Digital Connector platform to enable health plans to transform their consumer-centric services, and we've formed a consortium of health plans that is focused on delivering breakthrough technologies, like blockchain, to the healthcare industry.

We are co-creating products that meet the growing needs of healthcare consumers. We're changing the way we work by using Agile development processes and offering flexible delivery models to support our plan partners' delivery practices. We're enabling concierge servicing to help our plan partners deliver better experiences for consumers, and we're also working with our plan partners to co-create a set of comprehensive capabilities to help grow their ancillary product business.

Whether we're collaborating, innovating or co-creating, NASCO is dedicated to developing superior technologies that enable Blue Cross and Blue Shield companies to deliver great service and win in the market.