

Blue Cross and Blue Shield of South Carolina Adds Online Enrollment for 8,000 Small Groups



South Carolina

BlueCross BlueShield of South Carolina
is an independent licensee of the
Blue Cross and Blue Shield Association

South Carolina-Owned and Operated Insurance Carrier

Blue Cross and Blue Shield of South Carolina (BCBSSC) is the sole South Carolina owned and operated health insurance carrier. Serving nearly one million South Carolinians, BCBSSC consistently ranks as one of the best Blue Cross plans in the nation. Earning honors as a top employer for the state, BCBSSC has more than 12,000 employees in offices throughout South Carolina, as well as in Virginia and Texas. In order to stay competitive in the market, BCBSSC sought an automated solution for managing benefits enrollment for its nearly 8,000 employer small groups.

BCBSSC Wanted Online Tools to Eliminate Data Entry Challenges

Previously, BCBSSC used a complex internal mainframe for benefits data. As a result, it was difficult and time consuming to adequately train the representatives who used the system to upload the benefits information provided by BCBSSC's employer clients. Additionally, BCBSSC was experiencing challenges with data entry errors and increased lag time for changes and deletions made using this system.

Because of these problems, the carrier wanted a solution that would reduce the amount of mistakes while saving the company valuable time for other strategic initiatives. BCBSSC also wanted a Web-based system that would provide them with an online presence in order to stay competitive in the small group market.

BluesEnrollSM ABC Company

Home Employees Reports HR Toolbox Resource Center Help | Close HR Role

Name or SSN Search

Previous Results > Smith, Martha

Summary Personal Work Benefits

857925995 | 999-99-9999 | marthasm9999

Tasks for this Employee

Sections Require Approval
Personal [Approve] [Info]

Sections To Be Completed
Flexible Spending - Section not started. [Start] [Info]
Medical and Dental Unbundled - Section not started. [Start] [Info]
Life - Section not started. [Start] [Info]

Update Employee

- Change Login ID and/or Password
- Terminate Employment
- Update Earnings/Salary
- Change Categories

Contact Information

Smith, Martha
123 Main
Charleston, SC 29414

Reports

- Employee Detail Report
- Employee Benefit Summary Report
- History of Changes

BluesEnroll is a Service Mark of the Blue Cross and Blue Shield Association

Questions? Please call Kat Kostera at 843-375-5888
Monday - Friday, 8:00 a.m. to 6:00 p.m. ET
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Terry Peace, Blue Cross and Blue Shield of South Carolina Vice President of Group and Individual Operations

“There was a big push from our brokers to get our benefits administration online,” said Terry Peace, vice president of group and individual operations for Blue Cross and Blue Shield of South Carolina. “We knew we would have to make the switch eventually if we wanted to attract and retain new clients while moving more aggressively into our target markets.”

BCBSSC's venture toward an online enrollment system led them to a partnership with Benefitfocus. In fact, Blue Cross and Blue Shield of South Carolina was the first carrier to partner with Benefitfocus.

Online Enrollment System Implemented for All Small Groups

BCBSSC chose the Benefitfocus Platform™, privately-labeled *BluesEnroll*SM, as their online enrollment system delivered via the Internet. The Platform educates BCBSSC employees throughout the enrollment process, leading them to make more informed choices. It is equipped with all their business rules and the capability to be personalized for each employer.

Delivered through a One-to-Many database design, *BluesEnroll* easily integrates with employer payroll and HR systems as well as other insurance carriers for ancillary benefits.

The Platform Reduces Processing Time and Increases Customer Satisfaction

Since going live in December of 2007, *BluesEnroll* has greatly reduced the number of errors made in the system. The Web-based system has also decreased the turnaround time for entries, changes and deletions. “Previously, it took us 42-78 hours to process enrollment applications,” said Peace. “With *BluesEnroll*, the same procedure takes less than 24 hours and the information entered can be viewed in real-time.”

The Platform has led to increased satisfaction for BCBSSC employer groups and their employees. Benefit administrators using the application have greater control over the enrollment process and access to information on demand. “The *BluesEnroll* system is clear and intuitive,” said Peace. “The reports are especially beneficial, as they allow us to track activity in the system in a concise manner.”

Over the years, Blue Cross Blue Shield has expanded its partnership with Benefitfocus to include the Benefitfocus eBilling Application™ and additional data exchange services for employers who have their own online enrollment system. The combination of the Platform and eBilling allows the insurance carrier to provide a seamless online experience for its customers. eBilling users view their bills and enrollment data from one portal.