PLANVIEW®

Case study

Blue Cross Blue Shield Companies Improve Project Prioritization and Delivery

See how BCBS insurance companies manage change successfully to drive business value today – and find out what healthcare payers need to focus on next

Challenge: Delivering Business Value in a Climate of Change

The healthcare industry faces an unpredictable future. With the Affordable Care Act contested by multiple lawsuits – and smartphone apps allowing consumers direct access to nurses and doctors – it's unlikely that tomorrow's medical care will be the same as it is today.

For Blue Cross Blue Shield (BCBS) insurance companies, seizing the opportunities presented by a changing landscape requires agility – especially in IT, since its reach is enterprise-wide. But many leaders are finding that legacy systems and processes make it difficult to respond quickly to fluctuating legislation and to deliver customer-focused innovation faster. They cite challenges such as ineffective governance, no integrated view of resource demand and capacity, inaccurate data, and data spread across multiple, often manual tools.

Without advancing their approach to portfolio and resource management, companies risk delays and overspending on projects that are critical to meeting revenue goals and satisfying subscribers.

Solution: Leveraging a Single Software Solution for Better, Faster Decisions

IT organizations in BCBS companies have gained a single source of truth with Planview Enterprise One. Now there's no scrolling through spreadsheets or switching between disparate tools to get project data. With one solution, different groups can come together to focus on efficiency and make sure staffing and resources are distributed based on project prioritization.

Other capabilities – such as a scoring model, integrated investment and capacity planning, executive-level dashboards, and granular reports – enable leaders to make timely, strategic decisions that maximize value and productivity. And with the quality of data in Enterprise One, teams can facilitate discussions and answer questions to deliver innovative subscriber services and mandated projects in compliance, as well as on time.

Overview

Customers
Excellus BCBS
BCBS of North Carolina

"Using Planview Enterprise One has really paid off in helping us understand capacity and planning for the next 12-18 months."

– Brad Clark, former Director, Enterprise Portfolio Management, BCBS of North Carolina

Results: Improved Project Prioritization and Delivery

With Enterprise One, BCBS insurance companies have gained the visibility and transparency they need to more effectively prioritize their portfolios, projects, and resources. They are able to manage change successfully and ensure their most valuable resources are working on the most important projects – all while continually adjusting the plan.

Excellus BCBS

"We now understand demand and how it is prioritized. No matter the question or the issue, people can present data, have the right conversations, and make sound decisions."

– Stacie Mastin, Manager in the Capacity and Planning Department

- The portfolio is ranked, prioritized, and properly aligned with resource capacity to deliver mandated projects on time
- Data-driven decisions and labor forecasts are based on actuals
- Senior leadership has visibility into portfolios to ensure compliance

Read Excellus BCBS' Case Study

BCBS of North Carolina

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- Eliminated 1.5 business days out of creating its weekly portfolio status report
- Improved project manager administrative time by 30%
- Improved demand forecasting ability at role level for its Information Systems department
- Extended its planning horizon 12-18 months with the ability to peek into the future with confidence

Read BCBS of North Carolina's Case Study

What's Next: Growing the Business with Digital Maturity

While policy changes and the demand for innovation are chronic challenges for health insurance companies, digital transformation is an area of acute concern. Gartner states that, "U.S. payer CIOs report lagging performance in some key areas like understanding of digital business when compared with typical and trailing performers across industries."[1]

CIOs who have already begun a digital initiative have a directive, too. Their charge is to solidify and extend their digital gains by a) cultivating digital dexterity across their organization and b) developing and reporting on key performance indicators (KPIs) that inform IT and business teams of the status and progress of their transformation goals.[1] Digitalization primes the organization to delight current and new members, who are so critical to meeting growth goals.

For CIOs – regardless of their organization's stage of digital maturity – a successful digital transformation means connecting strategy and delivery across the entire enterprise. It means elevating portfolio management to an approach that strengthens execution from programs to projects to teams. And with every department impacted, digitalization also means accommodating different ways of working – lean, agile, and everything in between. Insurance companies that position themselves as a digital business will be able to meet the challenges of today – and tomorrow – with confidence.

Digitalization is complex, but with Planview, it's easy to manage: Planview work and resource management solutions are designed for strategic planning, portfolio and resource management, product portfolio management, capability and technology management, Lean and Agile delivery, and collaborative work management. To learn more about what Planview solutions can do for your organization, visit Planview.com.

22 BCBS Companies Trust Planview Solutions

Excellus

BlueCross BlueShield of North Carolina

BlueCross BlueShield of Arizona

1, Gartner 2019 CIO Agenda: Healthcare Payers Industry Insights, Bryan Cole, 15 October 2018

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