

Blue Cross Blue Shield of Tennessee IBM Customer Reference

Chris Levan (audio only): Blue Cross Blue Shield of Tennessee, been around since 1945, over 3 million members across multiple lines of business, both at our commercial population which numbers near 2 million and we currently have well over 50% market share in that segment...Information management is critical for us. We see that as a real differentiator in the marketplace. We have got to have the right information in place for people to be able to make the best choices for their own healthcare...

Vicki Hale: During the past 5 years there have been a number of changes in the healthcare industry. Rising cost for the physicians, hospitals and the drug industry are primary drivers but even more challenging to the healthcare payers is the complexity and the issues associated with navigating through the complex healthcare environment...

Frank Brooks: Our customers are becoming more demanding as far as the information that they require, they are also becoming extremely sophisticated in the type of information that they need... Initially our major emphasis was on deploying an enterprise data warehouse and basic reporting off of that data warehouse. But since then we have added some sophisticated multidimensional analytics to provide a lot more power to our end users whether they are inside the company or our customers external to our company.

Vicki Hale: We are doing more and more to make that information available to the customers on the web. We have a number of tools that consumers are able to look at certain providers and hospitals and look at their track record to see if they are providing high quality care...

Frank Brooks: One of the major emphases we have now is the ability not only to deliver information from our structured data in our data warehouse, but to be able to also deliver information from unstructured data.... We are deploying text analytics engines that allow us to derive meaning from the unstructured data so that we can now create structured data from the unstructured content and then combine the structured and unstructured data into a single application.

Vicki Hale: The purpose of this strategy was to develop a plan so that we could not only manage the structured data that is pervasive throughout the company in hundreds of databases, but also manage unstructured content such as emails, memos, images, that are also considered corporate information.

Frank Brooks: IBM's Information Server vision is very important to us. We need a set of integrated tools that we can use that will provide a seamless interaction with our customers to the data. It provides data not only in the form of structured but as well as unstructured, it provides data that is historical. It also provides real-time data.

Vicki Hale: IBM's approach to information management gives us a competitive edge by providing a single set of integrated tools and technologies that allows us to build products and services for our consumers...The most significant benefit that we have seen from using these tools is the scalability and the reliability. We have to have information that is available very timely to both our consumers and our providers.

Frank Brooks: ... We really have to be world class in information management to be competitive in the environment that we are in. We have been able to deliver a number of very innovative applications, we have extremely innovative employees and staff that work in our information management areas...with IBM, it truly has been a partnership where they have delivered technologies and expertise that make things better for us where we are able to really deliver innovative applications.