



Blue Cross Blue Shield Success Story

Blue Cross Blue Shield goes to the Web with Crawford Leading BCBS Insurance Provider Uses Crawford Products to Move Billing Reports to the Web

The Need

When a leading health insurer, Blue Cross Blue Shield set out to enhance its key account services by Web enabling a vast amount of billing reporting information the company encountered many challenges. One of the biggest was how to convert existing Xerox Metacode print data to a format that would facilitate Web presentment.

After extensive research, they decided on the Portable Document Format (PDF) from Adobe Systems. PDF is a structured file format designed for document viewing and printing. This health insurer chose PDF to maintain fidelity and match the color and typeface of printed and electronic documents. The amount of data that they printed each month was substantial and created large files. So, the next challenge was a way to compress the PDF files so that they did not hinder Web delivery and take up an excess amount of long-term storage space. Finally, they needed to develop a way to separate and secure each account's many billing reports to assure that the appropriate reports were only viewed by that account.

Results

By implementing their "Webizing" project, this major BCBS insurance provider is servicing its largest 250 self-funding premier accounts via the Web. The company has converted and Web enabled all of its accounts' Billing Reports. One of their Business Unit Team Leader, states, "Customer satisfaction has been great, and our customers couldn't be more pleased with the to-date results overall."

The IS Team Leader, adds, "The products from Crawford Technologies Inc. integrated without any difficulty, and even though their products are not the largest or most complex pieces of the total project, they are very important and vital because they create the individual account PDF files that this Web project is centered on. Without the support and professional service of Crawford, this project would have been much more difficult to implement and for us to gain account acceptance."

Making it Happen

Crawford Technologies Inc. (Crawford) provided this major BCBS health insurance company with products that became key components in the company's Web presentation implementation. As they began the development of its Web presentment project (called "Webizing") the company needed to integrate several hardware and software components. From the servers that would control the SQL database, to the disk storage devices that archive the data, to the HTML interfaces that would be used to view the information, they had to make sure that all pieces worked seamlessly together. The products from Crawford were chosen because they facilitated customized integration, processed the data efficiently and expediently, and provided the best PDF output fidelity.



An integral part of this implementation was the software from Crawford. This consisted of two components:

PRO File Splitter - a software tool that permitted them to split the in-coming billing reports by group and account identifications. This program also builds a standard CSV file which acts as an index for the split files, containing key information about the reports.

PRO Meta to PDF - print-stream processing software that converted their Xerox Metacode format to compressed PDF files. This insurance provider liked the fact that the Crawford transformation process utilizes superior font management in providing the ultimate transformed file. Crawford achieves this excellent font fidelity by mapping Xerox fonts to standard Acrobat fonts. Any of their custom fonts were automatically converted to PDF fonts and some mapped to standard Acrobat fonts. **PRO** Meta to PDF has the flexibility to map fonts to either standard PostScript/PDF Type 1 fonts or embedded Type 1 fonts for the finest look possible. And, if needed, highlight color functionality is fully supported.

Further, BCBS is most pleased with the fact that the **PRO** Metacode to PDF product optimizes the PDF by compressing all resources creating small and compact PDF files that enables the company to quickly download or route its various billing reports to customer accounts.



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