

Benefitfocus® Success Story

Company Overview

Regence serves approximately 2.5 million members through Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (select counties in Washington). Each health plan is a nonprofit independent licensee of the Blue Cross and Blue Shield Association. Regence is part of the Cambia Health Solutions family of companies dedicated to transforming health care by delivering innovative products and services that change the way consumers nationwide experience health care.

Challenge

In 2013, Regence experienced unprecedented growth in its group business. This also came with an unprecedented volume of files to process into its membership system, which now had to support up to 250,000 subscriber records per month. Regence's staff was loading entire files from their groups' various enrollment systems just to query for any changes. Then any errors – which averaged 5,000 per month – would be sent to the membership team to manually update. The volume was quickly becoming too much for Regence's current staffing model to support, and it left little room to onboard new groups.

Solution

Regence selected Benefitfocus Benefitplace Exchange to increase efficiency, improve data quality and enable growth of its health plan business. Within 36 months, Regence achieved positive ROI as a result of implementing the automated file processing solution.

Efficiency

With Exchange, Regence now receives change-only files for its membership system, which has reduced its monthly processing volume by 70 percent. This has enabled Regence to move toward a leaner process, with a 70-percent reduction in headcount focused on file processing.

“Not having to invest in additional infrastructure to manage higher volume helped us realize tremendous savings,” stated Tom Allred, enrollment automation support at Regence.



Regence
Oregon and Utah

Industry

Health Insurance

Regence Membership

2.5 million

Solution

Benefitplace™ Exchange

Results

- Reduced nightly file processing volume by 70%
- 35% decrease in errors
- 36-month payback period

“Without Benefitplace Exchange, we wouldn't have been able to make the improvements we needed in order to grow our business.”

Tom Allred

Enrollment Automation Support,
Regence



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Data Quality

As the volume of files went down, so did the errors – by 35 percent. Audits are now automatically loaded into the membership system as a change file, eliminating manual updates from Regence staff.

Regence also follows a strict quarterly auditing policy to keep customer data clean and accurate for groups with 100 or more employees. Before Exchange, audits were done manually by Regence staff opening each file and comparing it to what was in the membership system. The Benefitfocus team took over the audits, completing what used to take several days in just 24 to 48 hours.

Business Growth

Not only did Exchange enable Regence to better serve its current customers, but it also gave them the ability to triple the number of groups implemented with 834 files.

Furthermore, Regence has seen significant process improvement for renewals using Exchange transparency through proactive communication and reporting capabilities. Renewal questionnaires and calendars keep Benefitfocus and Regence on the same page while helping employer groups better understand the process, leading to greater retention and satisfaction. Exchange also provides a Summary Report for each group that includes the number of records sent, number of errors and details around the errors that required further investigation. Having this report available has given Regence's health plan customers assurance that the team is processing files in a timely manner while focusing on accuracy.

“We had zero reporting capabilities before Exchange, so adding visibility into the data exchange process is a huge value-add for our customers.”

Tom Allred
Enrollment Automation Support,
Regence

Learn how Benefitplace Exchange can help your organization accurately and efficiently manage data for a better customer experience.

Contact: sales@benefitfocus.com to learn more.