



Insurer maximizes uptime to minimize risk



BlueCross BlueShield

Customer Profile:

BlueCross BlueShield of North Carolina has served its customers for 77 years by offering health insurance at a competitive price while supporting community organizations, programs and events that promote good health.

Problem:

With sensitive patient information in its charge plus strict government regulation, all systems must be managed carefully to ensure prompt and secure handling of company data. In the past, BCBSNC struggled to find available IT staff to handle system problems, causing delays and miscommunication.

Solution:

BCBSNC credits TelAlert for keeping systems running smoothly and maximizing system uptime.

Benefit:

TelAlert has helped BCBSNC meet strict service level agreements (SLAs) and avoid financial penalties, giving them a competitive edge and quickly showing a measurable return on investment.

BlueCross BlueShield of North Carolina finds that keeping systems up and running smoothly helps ease the pain of meeting stringent regulatory guidelines.

Insurers are responsible for mountains of confidential data

Insurance companies are charged with managing immense amounts of patient information and providing relevant bits of that information to healthcare providers around the nation. These organizations are also subject to all manner of regulations, including The Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the new Patient Protection and Affordable Care Act, and face stiff penalties if information is not managed properly. As a result, BlueCross BlueShield of North Carolina (BCBSNC) must work hard to keep data systems operating smoothly at all times.

The Problem: How to keep critical systems up and running

BCBSNC is charged with managing enormous amounts of sensitive patient information and reliably transmitting it to health professionals upon request. To ensure prompt delivery and communication of all that information, systems must be fully operational at all times. In the past, when IT systems experienced problems, BCBSNC managers manually contacted technical staff, using contact lists and written work schedules to find someone who was both available and qualified to handle a specific situation. This process was time-consuming, inefficient, and resulted in delays and miscommunication, which could affect the insurance company's ability to adhere to strict government regulations.

The Solution: TelAlert with Intelligent Notification

With TelAlert® the process of finding and alerting a technician has become a simple, automated process. Since deploying TelAlert, more than 100,000 warning messages have been successfully delivered—messages that help BCBSNC administrators to correct potential problems before system failures occur. TelAlert allows managers to contact multiple communication devices for each of their staff—like email, pager and mobile phone—plus keep track of individual staff schedules. When an incident occurs, TelAlert notifies the appropriate available staff member and escalates the issue to other team members if a response is not received or the problem is not resolved quickly. This helps the BCBSNC IT team to maximize system uptime, eliminate costly delays, improve MTTR (mean time to repair) and meet stringent SLAs (service level agreements).



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problems with our
machines are fixed
before users even
notice anything
is wrong.”*

—Branch systems
programming specialist,
BlueCross BlueShield
of North Carolina

Service level agreements are met as uptime is increased

BCBSNC now credits TelAlert for helping them meet strict SLAs and maintaining business uptime. According to the branch systems programming specialist, “With TelAlert, problems with our machines are fixed before users even notice anything is wrong.”

Managing risk at BCBSNC has been enhanced with TelAlert by:

- **Decreasing MTTR** – Person-by-person or group-by-group escalation strategies minimize the time it takes to locate someone who can immediately resolve an issue.
- **Tracking and reporting alerts** – Provides closed-loop communication with detailed reporting of who received alerts, when, and with what responses.
- **Rapidly integrating with existing ITSM software** – Integrates out-of-the-box with leading ITSM platforms from HP®, IBM®, Microsoft® and BMC®, and can rapidly integrate with additional platforms with the TelAlert Enterprise Service Bus (ESB).
- **Contact various devices on any carrier** – Reach personnel on any number of devices regardless of what carrier they’re on, including mobile phones, landlines, pagers and emails.

The bottom line

Keeping systems running effectively and maximizing uptime helps BCBSNC meet the terms of their SLAs. BCBSNC now not only enjoys optimal system performance, but has quickly realized a return on their TelAlert investment. TelAlert is the only mission-critical alert management system that reaches beyond IT to serve the entire organization, offering a state-of-the-art solution to meet the needs of its customers.

For more customer success stories, visit us at: www.MIR3.com

U.S. SALES +1 858 724 1276 U.K. SALES +44 (0) 20 3178 2398

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