Visual Connections has more
case management implementations
at CMS/HHS than any other SDVOSB

PEGA IMPLEMENTATION CASE STUDY #3
MEDICARE ADMINISTRATIVE CONTRACTOR-J15
(RIVERBEND GOVERNMENT BENEFITS ADMINISTRATOR- RGBA)

Situation

BlueCross BlueShield of Tennessee (d.b.a. Riverbend Government Benefits Administrator) is the state's oldest and largest not-for-profit health plan, serving nearly 3 million Tennesseans. RGBA's Customer Contact Center is responsible for receiving and responding to customer queries through multiple sources. To facilitate this task, integration with multiple external systems as well as with different external and internal departments and units was required.

Challenges

With 18 major business flows and 178 sub business flows through which a request can be routed, and almost 1000 user interface screens, the need for a flexible and easy-to-update case management tool was an essential requirement.

There were only 15 weeks from project inception to implementation with a fixed number of resources. The application was supposed to be implemented in multiple phases, so Visual Connections, as a subcontractor to GDIT, had to accommodate the design of the application to fit future implementations—making it extendable with minimum effect and effort.

Solution

Using an agile approach, Visual Connections tailored the Pega solution to meet this customer's needs by:

- Collecting and managing the evolving business requirements for the Customer Contact Center from the business users and end users
- Establishing the core work flows and the foundation for the application
- Estimating work distribution and assignments and managing the deliverables through different stages and check points in the application

- Designing and implementing reusable components and frameworks to make the implementation and the application itself more efficient and robust
- Designing the 3rd party application integration frameworks, making it easy to interact with 3rd party applications and allowing for further expandability for future enhancements
- Designing the custom reporting framework to meet the very complex reporting requirements

Results

The Visual Connections' team of Pega experts designed and built a customer service support application that was robust and flexible, allowing for ongoing changes in requirements. Over 8,000 custom rules were implemented, along with 180 automated processes—improving the efficiency of the program by 60 percent over the previous process.

Relevance to UPIC Case Management

- 8,000 custom rules were required
- Evolving requirements mandated the need for a flexible solution
- Multiple integration points.