

CASE STUDY HEALTHCARE



COMPANY PROFILE



Blue Cross Blue Shield of MA (BCBSMA) is an independent, not-for-profit multifaceted health care company that provides a wide range of health care programs and educational services. Headquartered in Boston, MA, BCBSMA is New England's largest health insurer, providing coverage to 2.7 million members

BUSINESS CHALLENGE

Massive update of BCBSMA Desktop/LAN Infrastructure

In 2001, Blue Cross Blue Shield of MA (BCBSMA) was presented with a quandary; how could the organization effectively manage desktop/LAN services to the end-user community? The numbers were staggering: 4000 systems in seven locations and a portfolio of over 250 applications.

BCBSMA realized that their dedication to providing superior service to their customers necessitated that they outsource this substantial venture. The company needed a primary support staff that could facilitate the infrastructure transition and manage the results.

SOLUTION AND RESULTS

Migration Strategies Implemented Seamlessly

As a result of the comprehensive partnership with Concordant, BCBSMA has a more robust and reliable infrastructure. The engagement has enabled BCBSMA to improve end-user satisfaction, significantly reduce costs, and comply with HIPAA regulations.

One key component was standardizing BCBSMA on a single operating system. Another step was the replacement and migration of over 4000 desktops to industry standard software, including the extensive e-mail system. All work was accomplished with minimal disruption of daily operations.

Other solution elements included administering a patch management program that improves security, managing relocation services to prevent lost employee time, deploying a laptop encryption protocol to further enhance system safety,

and providing tactical support so allow BCBSMA to focus on strategic initiatives.

“Concordant understands our business so they are able to apply industry best practices and technology solutions to meet our needs,” states Julie Atkins, Senior Director, IT Operations Delivery/Information Security for BCBSMA. “The end result is a perfect solution for BCBSMA.”

BENEFITS

- Reduced costs and increased productivity allowing BCBSMA to remain competitive
- Returned focus to serving clients
- Managed HIPAA compliance and limited exposure
- Increased employee satisfaction yielded improved customer relations

IMPLEMENTATION SPECIFICATIONS

Challenge	Solution	Benefits
Operating System Standardization <ul style="list-style-type: none"> Novell Directory services used for file and print operations Windows NT 4.0 used for management of Microsoft Exchange e-mail 	<ul style="list-style-type: none"> Removed Novell Server Operating System Migrated and upgraded to Windows 2000 Active Directory 	<ul style="list-style-type: none"> Eliminated licensing and support costs for Novell system Improved efficiencies with single operating system environment
Desktop Migration and Upgrade <ul style="list-style-type: none"> 4,000 desktops on Microsoft NT 	<ul style="list-style-type: none"> Coordinated BCBSMA's business centers Successfully launched Microsoft XP to all desktops Performed extensive applications testing and identified obsolete programs Replaced outdated equipment Executed rolling deployment refresh 	<ul style="list-style-type: none"> Reduced costs by streamlining applications and eliminating those not in use Deployed advanced technologies with new environment
Microsoft Exchange Migration <ul style="list-style-type: none"> E-mail system on Microsoft Exchange 5.5 	<ul style="list-style-type: none"> Migrated over 4200 mailboxes to Exchange 2000 Installed new server hardware platform 	<ul style="list-style-type: none"> Delivered greater e-mail functionality to end-users
Patch Management <ul style="list-style-type: none"> More than 250 applications with no centralized management protocol 	<ul style="list-style-type: none"> Organize and maintain patch library 	<ul style="list-style-type: none"> Reduced vulnerabilities in operating system and other applications Improved system security
Relocation Services <ul style="list-style-type: none"> Lost employee time from office moves because of desktop computer issues 	<ul style="list-style-type: none"> Project manage employee moves Facilitate and direct resources to eliminate down time 	<ul style="list-style-type: none"> Improved productivity through minimal disruption of day-to-day operations
Laptop Encryption <ul style="list-style-type: none"> 800 laptop computers across nine corporate location not in HIPAA compliance 	<ul style="list-style-type: none"> Deployed laptop encryption program to create higher level of security 	<ul style="list-style-type: none"> Met HIPAA security compliance requirement
LAN Services Support <ul style="list-style-type: none"> BCBSMA's Network Infrastructure team overloaded 	<ul style="list-style-type: none"> Support LAN operations 	<ul style="list-style-type: none"> Freed BCBSMA staff to focus on strategic corporate initiatives