

History

▼ The Beginning

The Beginning



The Beginning









In the early to mid 1990s, similar activities and common business functions were being performed across all lines of HCSC business. With multiple data "hand-offs" involved in each process, duplication of efforts was widespread, and the cycle time from Prospecting to ID card issuance (and through Renewals) was lengthy.

During the Small Group Rating System (SGRS) period in 1997, systems and applications were aligned along business segments and business departments, instead of business processes. This use of overlapping and unrelated systems made alterations to strategy, policy, and processes problematic. Thus an effort was launched to make processes more streamlined and consistent through re-engineering, modifying organizational relationships, and revising policies.

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BA Business Acquisition From Prospecting to

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BA Infrastructure

Before March of 2007, a reactive and not proactive focus and too little control on code and business changes made BA's project requirements of primary CORE and Integration Product Releases a challenge to deliver. Today, tighter controls on code and business changes are enforced, and through systems upgrades from four to seven active testing environments, server configuration now exceeds 2007 demand.

Dovetailing with HCSC's Develop and Maintain the Customer (DMC) vision, BA strategy incorporates:

- Presenting flexible, innovative products and services to enable consumerism
- Being viewed as "hassle-free" and easy to do business with (supporting high switching costs), and
- Offering competitive pricing that maintains profitability and growth while demonstrating value

Presently, BA is moving from Prospecting, Proposals, Enrollment, and Renewals to a future that's externally and business-services focused on:

- | | |
|--|---|
| ▪ User Experience | ▪ Hassle-Free On-Ramping of integrated services |
| ▪ Product Selection (Quoting & Renewing) | ▪ Analytical Empowerment |

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