



# Healthcare Provider Integration - Microsoft® BizTalk Server Case Study



## Overview

**Country or Region:** United States

**Industry:** Healthcare/ Insurance

## Customer Profile

Blue Cross and Blue Shield of North Carolina (BCBSNC) is a leader in delivering innovative health care products, services and information to more than 3.7 million members, including approximately 900,000 served on behalf of other Blue Plans. The company offers its members discounts and information on a wide variety of health-related services at no additional cost.

*"We worked with BCBSNC to develop an integration strategy using BizTalk Server that would allow them to easily trade HIPAA claims and eligibility data with their providers."*

*Rich McCraw,  
VP of Technology  
Innovative Architects*

## For More Information

For more information about this BizTalk Server solution, call the Innovative Architects Sales Information Center at **770.623.5734** or access online at [www.InnovativeArchitects.com](http://www.InnovativeArchitects.com)

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. To access information online, go to: [www.microsoft.com](http://www.microsoft.com)



*"BCBSNC was growing from 5,000 to 30,000 claims being processed per day, which meant they needed to increase the quality and accuracy of data. BizTalk Server allowed them to do just that while also lowering costs and lead time."*

*Dan Michaels,  
Solution Principal  
Innovative Architects*

## Situation

BlueCross BlueShield of North Carolina (BCBSNC) was anticipating growing from 5,000 claims per day to 30,000 claims per day in 2008 and 2009 as it expanded existing lines of business and worked to forge partnership with new customers. BCBSNC realized they needed to strategically plan for their infrastructure to handle the significant increase in claims per day.

Some of the challenges that BCBSNC faced were:

- An existing system that lacked the scalability needed to handle the increase from 5,000 claims to 30,000 claims in processing load
- Restricted communication options -- both internally and with external healthcare providers
- A need to lower the cost and lead time for presenting new HIPAA documents and interfaces internally as well as externally to healthcare providers and customers
- A need to increase the quality and accuracy of data, while easing the management of their partner interfaces

## Solution

BCBSNC, along with the expertise of the Innovative Architects team and Microsoft BizTalk R2 2006 technology, developed a flexible integration strategy that allowed BCBSNC to easily trade HIPAA claim and eligibility data with their providers. The new system reduced the time it took to onboard a new line of business, while lowering the cost to maintain the solution. By utilizing BizTalk Server, BCBSNC developed a process that not only supported a wide variety of protocols and transfer options, but also offered the scalability and reliability BCBSNC needed to handle growth -- both expected and unexpected. The new solution allowed BCBSNC to handle an increased load while serving their customers in new and innovative ways.

## Benefits

- Reduced time and effort to onboard new partners
- Increased capacity and scalability
- Increased reliability and availability of critical services
- Expanded options for communicating with external healthcare providers

## Software and Services

- Microsoft Windows Server™ 2003 Enterprise
- Microsoft SQL Server™ 2005
- Microsoft BizTalk Server 2006
- Microsoft Visual Studio 2005
- Microsoft .Net Framework

## Gold Certified Partner

Innovative Architects, LLC

