

# Blue Cross Blue Shield of Florida

## EMPLOYEE COMMUNICATIONS

Convincing thousands of employees to utilize new software is no easy task. Before Blue Cross Blue Shield of Florida rolled out Windows XP Professional, Web X online conferencing software, Siebel 7, Data Warehouse and HIPPA to its employees, AXIA provided IT marketing communications to ensure a smooth transition.

AXIA marketing experts worked with Blue Cross Blue Shield of Florida senior officers to set program goals and objectives. The team then recommended a schedule to facilitate two-way communication between individual department executives and employees prior to the change-over.

During the implementation phase, AXIA provided computer-based training, print memos, e-mail updates, weekly newsletters, Webinars and closed-circuit TV spots, desktop drops and online surveys before and after the campaign. By leveraging new communications channels, the adoption of the new software went smoothly.

"Excellent knowledge of technology and excellent skills to communicate with customers and meet their needs."


Barbara Ainsworth  
Blue Cross and Blue Shield

March 05, 2004

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### WebEx: A new meeting solution for BCBSF

Whether you are a BCBSF road warrior or travel occasionally from one meeting to the next, you should look into WebEx - new technology that brings meetings and training sessions your desktop. To learn more about WebEx, you are invited attend an on-site demonstration of this new capability next week.





**JACKSONVILLE**  
When: Wednesday, March 10  
7:30 a.m. to 1 p.m. - stop by anytime!  
Where: DCC Building 100 Cafeteria

**MIAMI**  
When: Thursday, March 11  
7:30 a.m. to 1 p.m. - stop by anytime!  
Where: Second Floor Cafeteria

Designed as the meeting and training communications technology for today's busy professional, WebEx provides an avenue to host online meetings and training sessions. It offers the functionality from your desktop, eliminating travel expenses and time spent on the road.

For more information, visit <http://www.webex.com> the online demo today or plan to attend demonstrations next week. Also contact Barbara Ainsworth at x34436 for more information.

### Your Windows XP Migration




Presentation to  
DEPARTMENT NAME  
May 19, 2004

QuickConnections  
The information You Need... When You Want it.

Blue Cross Blue Shield of Florida  
The information you need... when you want it.

December 20, 2002

### BCBSF moving to Microsoft's Windows XP



Every personal computer (PC) in the company (more than 13,000 of them, if you're counting) runs Windows, a computer operating system produced by Microsoft Corporation. And, almost everyone with a home PC also depends on Windows. Whether we like it or not, Microsoft dominates the PC industry and its decisions about products and a product's lifecycle - affect us. On June 30, 2003, Microsoft will retire (and eliminate support for) the operating system BCBSF currently uses - Windows NT 4.0.

Windows NT has been a very reliable technology for our company, but without support, staying in our current environment is not an option. We've elected to migrate to Windows XP, the newest operating system released by Microsoft. As a result, we face the daunting challenge of upgrading both our network system and our desktop systems at the same time.

BCBSF has a network environment with 13,000 PCs and 500 servers throughout Florida, as well as systems in Maryland and Connecticut. Despite our Common Office Environment (COE), we have more than 700 different software applications in our Application Portfolio. Many of these applications will need to be updated, replaced or retired as we migrate to XP.