

CASE STUDY
HEALTH INSURANCE

Blue Cross and Blue Shield of Florida

Educational marketing and
communications campaign eased
the adoption of new technology.

THE CLIENT

Serving more than 8.3 million people, Blue Cross and Blue Shield of Florida is a leader in the state's health industry.

THE BACKGROUND

BCBSF sought professional outside counsel to provide IT marketing and communications services as it released new technology to its associates, agents and brokers across the state. The technology rollouts included upgrading the computer operating systems to Windows XP Professional and rolling out WebEx online conferencing software.

OUR APPROACH

Our team of AXIA marketing experts worked with senior executives across the enterprise to understand the goals and objectives of the project and then recommended a program schedule to



**BlueCross BlueShield
of Florida**

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advise and educate all employees on a department-by-department basis. A key part of this plan involved ensuring that there were opportunities for employees to ask questions and get extra help during the process. During the implementation phases, the AXIA team provided computer based training, print memos, e-mail updates, weekly newsletter articles, Webinars and closed-circuit television announcements, as well as desktop drops to communicate with employees before and during the enterprise deployment campaigns. Our agency also performed online surveys before and after the campaign.

RESULTS... DELIVERED!

By leveraging new processes and communication efforts, the enterprise deployment campaigns were released more quickly, and the adoption of the new technology was well received. In the end, a project that was notoriously unsuccessful was ultimately embraced and utilized.

"Excellent knowledge of the IT industry and excellent skills to communicate with IT customers and meet their needs. This is a rare combination of skills. Such knowledge was invaluable to our project, which involved extensive communications."

-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

Your Windows XP Migration



Presentation to
DEPARTMENT NAME
May 19, 2004

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

QuickConnections

The Information You Need... When You Want It.



December 20, 2002

For more information, visit <http://> the online demo today or plan demonstrations next week. Also **Ainsworth** at x34436 for more

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.