

WellPoint, Inc., the largest health benefits company in the Blue Cross and Blue Shield Association, serves the needs of more than 33 million members nationwide. One in nine Americans receives coverage for their medical care through WellPoint companies including Anthem Blue Cross, Blue Cross Blue Shield, Empire Blue Cross Blue Shield or UniCare.

## Business Challenge

As part of an initiative focused on building loyalty and long term member relationships, the Anthem E-Business team was charged with improving Anthem.com's usability, features, functionality and overall user experience.

One of the most anticipated components of the Anthem.com effort was a new Medicine Cabinet application that would enhance and support prescription management for members. The application was conceived to be a highly interactive experience that would cultivate member engagement, reinforce retention objectives and drive pharmacy business objectives. Functionality highlights included: drug information and interaction data, physician lookup, appointment scheduling, refill reminders, and features allowing users to save money by switching to mail-order prescriptions. To achieve this dynamic and immersive experience, it was decided that the application would be developed in Silverlight with a more conventional interface ASP.NET for users without the Silverlight plugin.

Although adept at JAVA, the Anthem team did not have the Silverlight or ASP.NET development resources needed to bring the Medicine Cabinet application to life and looked to Allyis for support in these areas.

## Application Development Solution

With the goal of developing a Medicine Cabinet that would drive adoption and usage in alignment with the customer retention, the Allyis team—composed of technical analysts, technical project managers and developers—designed a robust and interactive application that offered:

- **Immersive User Experience.** Utilizing Silverlight, Allyis designed an engaging experience that intelligently leverages Anthem's JAVA-based Web Services to deliver compelling, relevant information to members.
- **Engaging Features & Functionality.** Medicine Cabinet features provide both a compelling experience and relevant, useful information for members, an ideal recipe for adoption and usage that aligned nicely with the organization's business objectives.
- **Subscriber Privacy.** Because of HIPPA compliance requirements, the application was design with a focus on both code security and subscriber privacy, and was subject to security reviews, privacy reviews, and penetration testing.

## Profile Information:

**Engagement Type:** Technology Consulting and Development

**Vertical:** Healthcare

### Solution Practices:

- Technology Development
- User Experience
- Project Management

### Technology Used:

- ASP .NET
- Silverlight
- Web Service Architecture

- **Information Relevancy & Accuracy.** Allyis' systems integration work orchestrated the transfer of data and functionality between Anthem's front and back end systems to ensure a quality user experience.

Once the application was delivered, Allyis also provided .NET support and knowledge transfer, guiding Anthem architects through .NET integration and training.

## Key Business Value:

- Working framework for an engaging, interactive Anthem user experience
- ASP.NET and Silverlight expertise complimentary to Anthem's internal development resources
- ASP.NET training & support for Anthem team

