

# Case Study: eBusiness Database - eBDB

## About the Client

Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A not-for-profit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.6 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago.

## Client Situation

Blue Cross Blue Shield of Minnesota (BCBSMN) maintains three strategic class databases. They are:

- Transactional: These databases support all back-end processing needs. Examples are NMBS, STAR, and PA&R.
- Analytical: These databases support analytical and reporting needs of the company.
- Interactive: This class of database is used for providing data directly to interactive application systems (such as web portals).

The eBusiness database (eBDB) was created to support the needs to the Consumer Portal / Web Self Service project. This database holds a subset of the data in the source databases. It was designed to provide quick access of needed data items to web applications. This database falls into the interactive database class. It was designed specifically for the Web Self Service Portal (although consideration was given for future needs). This database was not maintaining the data of record for any data entity. This means that any data that are updated by web applications are only updated to the transactional system. For example, when a customer requests a new member identification card, a request to handle this transaction is made directly back to the membership system by the web application.

Given the reality of the applications environment, the time it takes to migrate legacy systems, and the market demand to offer a comprehensive set of customer facing services, the following principles will apply:

- The current environments will continue to evolve, and, until replaced, remain the "System of Record"
- The utilization of DB2 data stores (e.g. Pharmacy Claims Repository, Star History DB2, etc.) will still be necessary until the needed data can be directly accessed outside eBDB.
- Directionally new applications and services will view data via the eBusiness Data Base (eBDB)
- Over time the "Book of Record" for claims will become the "Claims Repository"
- The goal to have all claims as submitted recorded on entry ü Consistent with HIPAA payment & status information must be added
- The Benefit management quickly must become the source of "ALL" product and benefits information
- A Stakeholder centric database will evolve, as the concept of "Person" is better understood and become the "Book of Record" defining all internal and external relationships. These

relationships would include all information uniquely attributed to a given individual. This information could be addresses, phone numbers, internal ID numbers, product information, etc.

- A Analytics environment must be defined

## Our Solution

The eBusiness database (eBDB) exists as an Oracle database. This database contains member, group, claim, provider, ITS, and benefit related information.

The data in eBDB is only used by the Web Self Service application. Customers and providers can get information from various other BCBSMN sources: Focus via a customer service agent, the Voice Response Unit (VRU) and accessBlue (for providers). However, each of these other systems sources its data from different locations and at different times. This means that a consumer or provider may get a different answer from each of the systems. This provides an unacceptable level of customer service.

The prime goal of the eBDB project is to upgrade the existing eBusiness database to include data that will support the HIPAA, accessBlue Upgrade and Client Letter projects.

CSSI Technical experts analyzed the requirement and evolved a solution to migrate data from various source systems to meet the BCBS set target.

- Defined, developed, load and maintain data elements and data relationships required by accessBlue upgrade, HIPAA, WSS, and Client Letter requirements

Adding new, or modifying existing, eBDB database tables provided the above new features. Additionally, new ETL (extract, transform, and load) jobs were created to support the new database structures.

Currently CSSI experts are helping BCBS to implement the Analytics solution in a phased manner, and the first phase of Claims Processing Analytic to handle more than 250 million claims has been completed.

The relationship continues, and CSSI is the choice provider for BCBS MN in the area of DW and Data migration and data integration area.

## Benefits

Now BCBS is able to use its unified data to address its multiple channel and HIPAA data requirements.



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