

Processing Changes Are Underway to Help Customers

You talk and BlueCross BlueShield of Tennessee listens. Changes were recently made in the membership administration area to provide you with faster processing and service. A good portion of these changes reflect the use of new technology that makes administering a BlueCross BlueShield of Tennessee health plan faster and easier. Other improvements will follow. Below, please find some general issues that you've expressed and what BlueCross BlueShield of Tennessee has done to remedy the situation.

Issue: Filling out too many forms makes the enrollment process cumbersome.

Solution: BlueCross BlueShield of Tennessee adopted Web-based technology and scanning technology to reduce the number of forms brokers and group administrators have to fill out for enrollment and additions or terminations to coverage. Online administration and scanning reduces paperwork and helps save you valuable time.

Issue: There are too many follow-up calls on forms that were submitted.

Solution: BlueCross BlueShield of Tennessee increased data accuracy through the use of online administration and scannable enrollment, change and termination forms. Enhanced data integrity reduces the need for follow-up calls from BlueCross BlueShield of Tennessee.

Issue: There are too many requests to fax information on forms that were already submitted.

Solution: The adoption of imaging and scanning technology allows BlueCross BlueShield of Tennessee to keep on file images of all items received either online or on paper. Having these images of completed forms and applications readily available on the BlueCross BlueShield of Tennessee system reduces your need to resubmit information.

Issue: Enrollment and changes are not being processed quick enough. Ideally, identification (ID) cards should be received prior to an employee's effective date. Also, changes should be reflected on billings in a more timely manner.

Solution: Automated processing is underway. The expected result is improved turnaround time. Aggressive timeframes have been established and automated processes have been developed to meet those timeframes. Turnaround time should be improved on about 45 percent of the applications and changes currently processed. The process changes and automation will also positively affect enrollment of members for new employer groups.

Issue: Requiring copies of documentation with enrollment forms is cumbersome.

Solution: If changes are submitted on the new scannable forms (red forms), copies of Certificates of Creditable Coverage, proof of student status and copies of legal guardianship/adoption papers are no longer required.

Issue: Electronic billing would be preferred since the current billing format is confusing.

Solution: The current billing format is being reviewed for possible revisions to make it

easier to use by group administrators. Electronic billing is currently under assessment as well.