

Modernizing technology for improved outcomes

Side-by-side collaboration to advance digital strategy

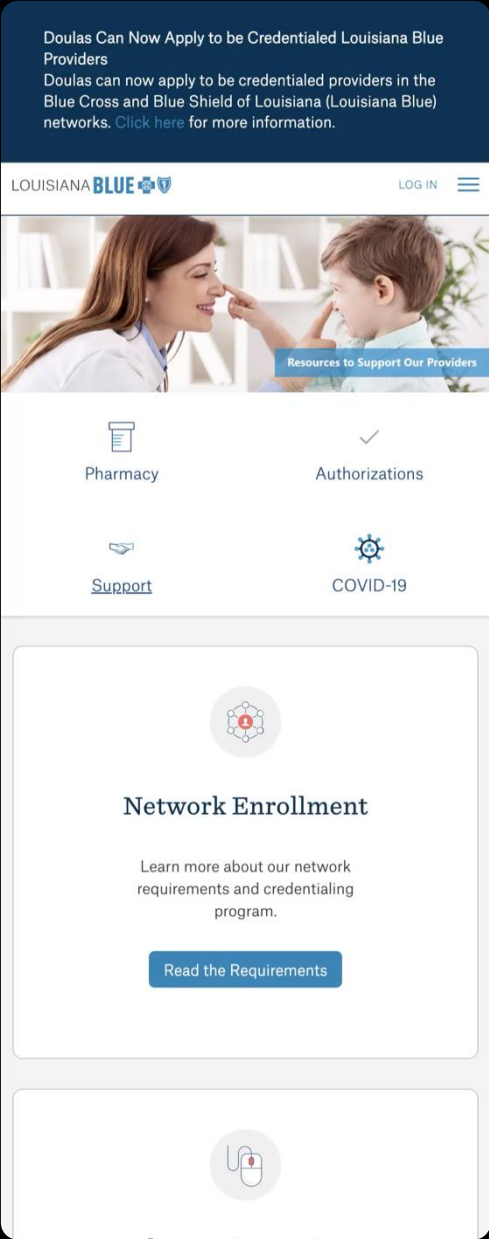
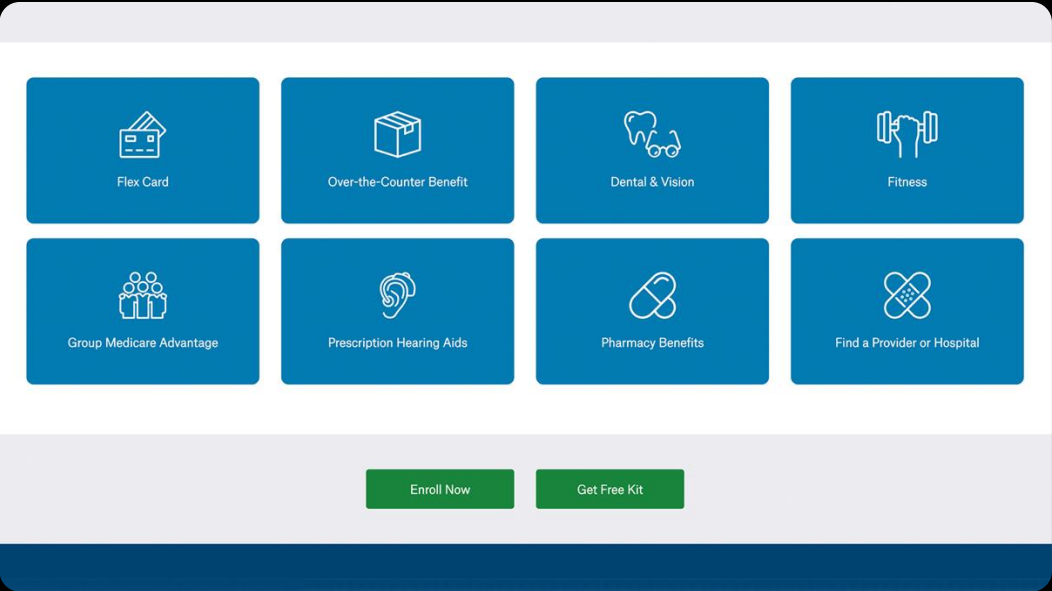
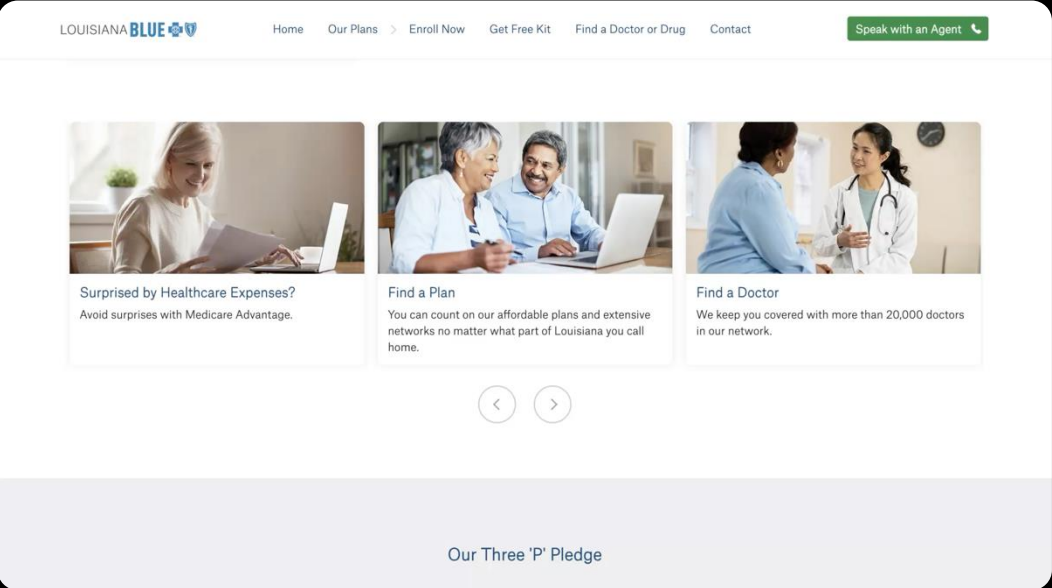
Blue Cross Blue Shield of Louisiana



The Situation

BCBS LA had a visionary digital team: they fully understood and embraced the opportunity to drive more value from digital investments, starting with a modernized technology vision that could support connected experiences across public-facing and authenticated touchpoints for members of all types. They knew their “why.”

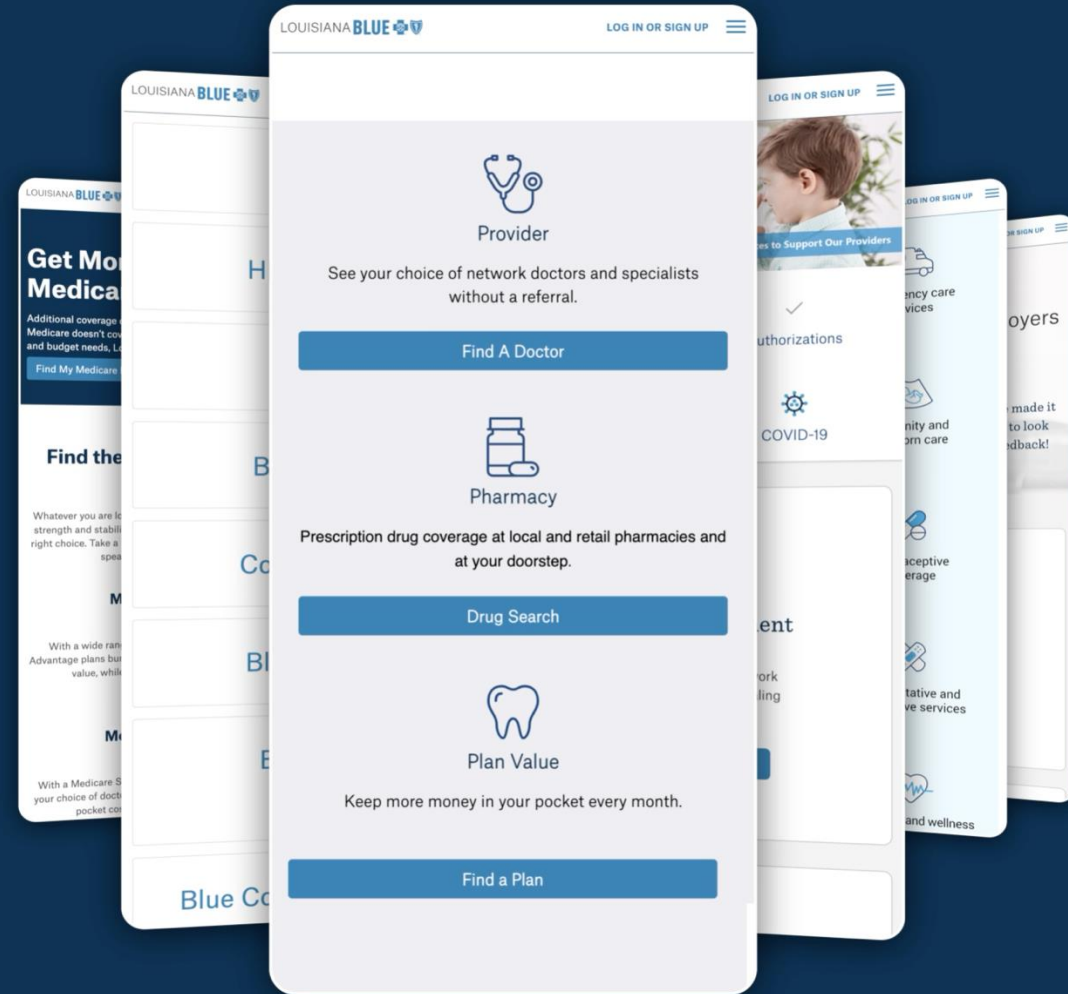
They needed help with the “how.” They sought out Horizontal as a trusted advisor who could guide the solution design that would bring their vision to life. Along the way, they wanted training and upskilling so they could eventually operate with full self-sufficiency.



The approach

We took a “one team, one dream” approach, combining our SMEs into a single, cross-functional working group including technologists, user experience, content, analytics, security, compliance and others to tackle two parallel workstreams: architecting a new technology foundation that could eventually support any website or portal in their ecosystem, public or authenticated; and designing user experience building blocks to assemble those sites with for consistent, intuitive journeys.

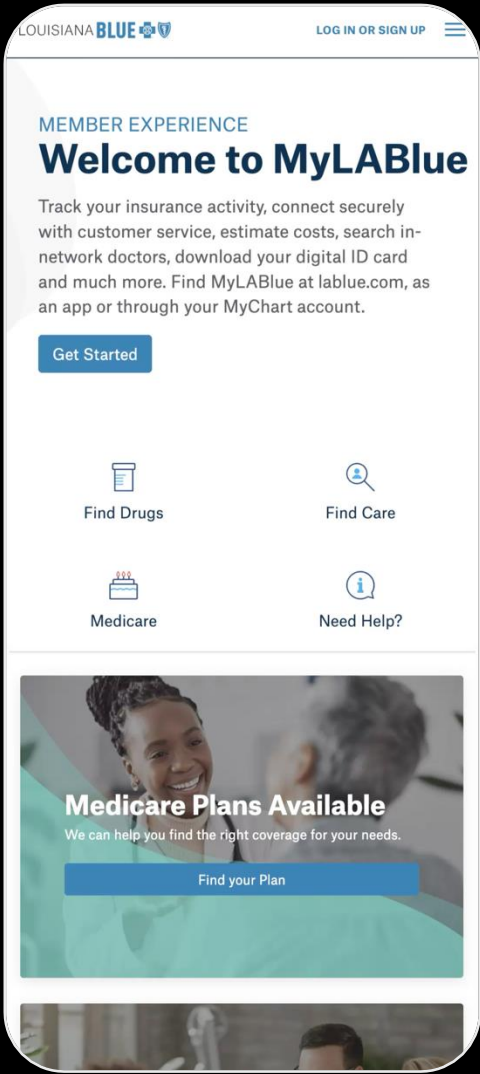
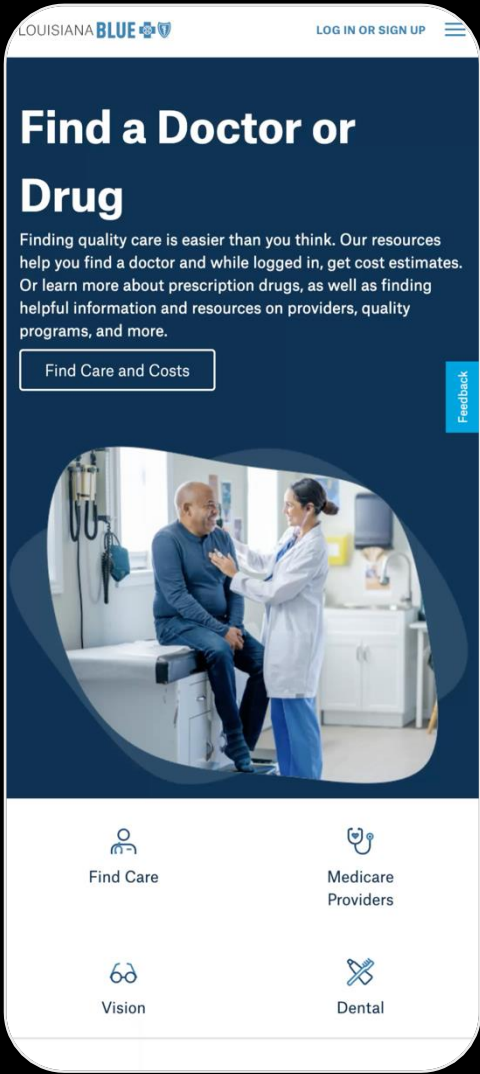
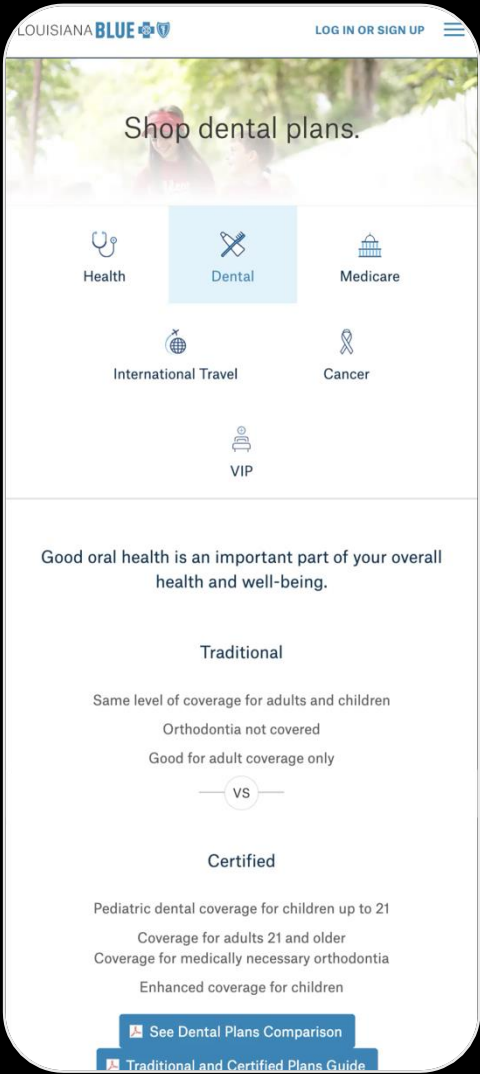
The initial release focused on an all-new bcbsla.com and their main member portal, built on a single instance of Sitecore. Our project accounted for the training necessary to enable them to onboard other sites and portals independently.



The result

The idea of a unified journey across the “front door” public site and the authenticated member portal was game-changing for BCBSLA. From the end user standpoint, it’s all one seamless experience pre- and post-login.

The simplified journeys and enhanced ease of use increased engagement on the authenticated portal by over 300% in the first 90 days, improving member self-service and reducing call center demand.



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