



# EXPERIENCE MAKERS LIVE





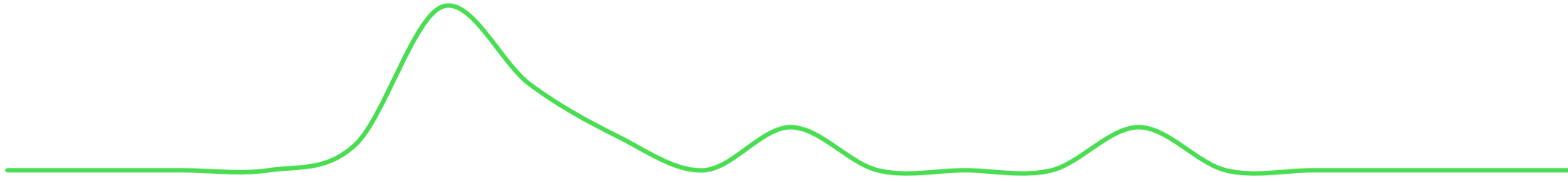
# Building a Strong Digital Foundation in Healthcare

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**EXPERIENCE MAKERS** LIVE

# State of healthcare and role of digital in 2020



## Reaction

- Clarity/ immediacy
- Triage + Virtual
- Managing distress
- Community connectivity

*“We are here and you have options”*

## Orchestration

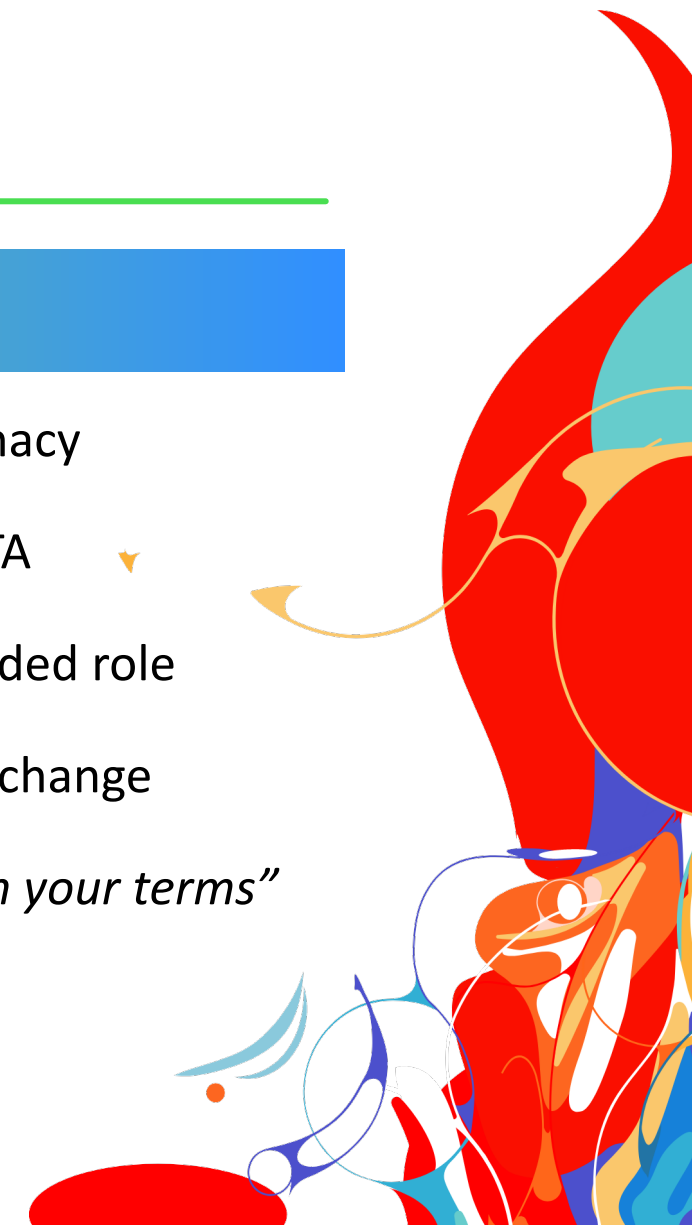
- Coordinated experiences
- Virtual as default
- Navigation and tone
- Case for change

*“We are changing and it might be bumpy”*

## Scaling

- Digital primacy
- Virtual by TA
- Your expanded role
- Upsides of change

*“Healthcare on your terms”*



# Business resilience in a time of complex change

## Reaction



Proactive Communications & Outreach

Emphasis on immediate options



New Ways of Working

Leveraging data to optimize access, tracing, etc.



Digital Adoption & Self-service

Comprehensive availability of basic virtual care



Community Support

Emphasis on visibility, empathy, camaraderie



Shift Brick & Mortar Strategy

Virtual emphasis now, hybrid options soon



# Digital responsiveness and speed-to-value

As demand for information surges, Blue Cross Blue Shield of North Dakota can expedite the delivery of content and interpret its effectiveness.



Need for organizations to grow and respond rapidly

Blue Cross Blue Shield of North Dakota  
cut authoring time by ~ 50%  
by enabling content authors with an intuitive  
platform and automated approval workflows.



# Addressing Covid-19 through content

Rapidly changing priorities and a platform that supports rapid response.



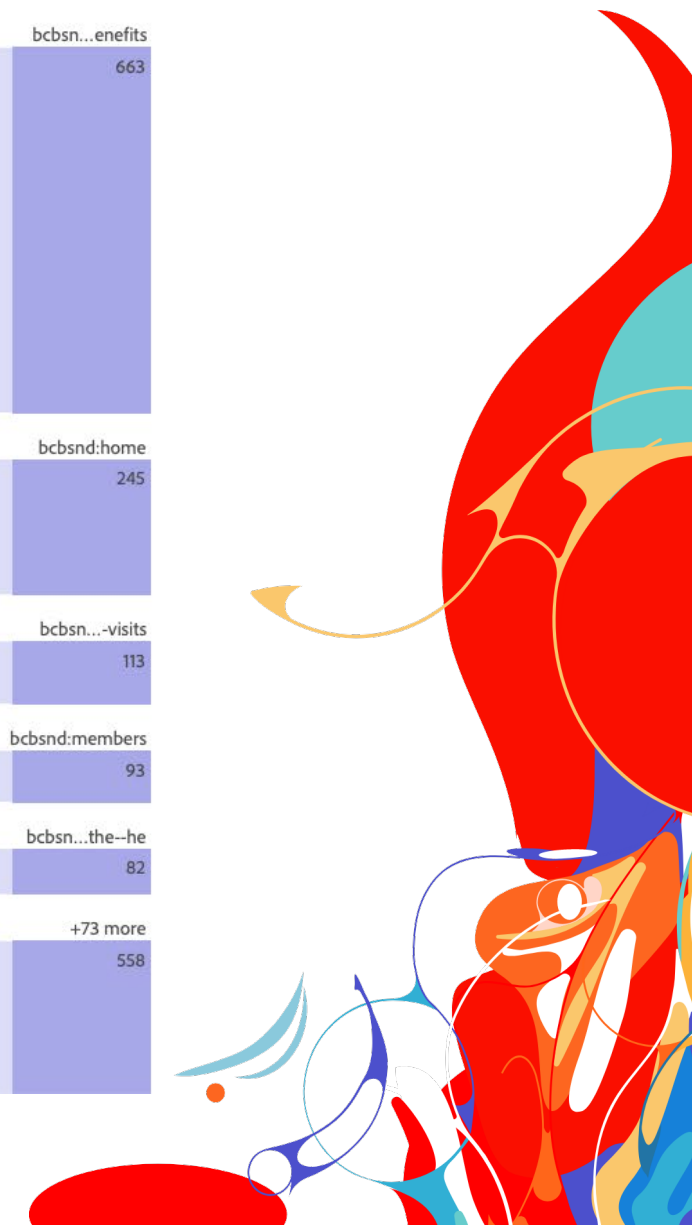
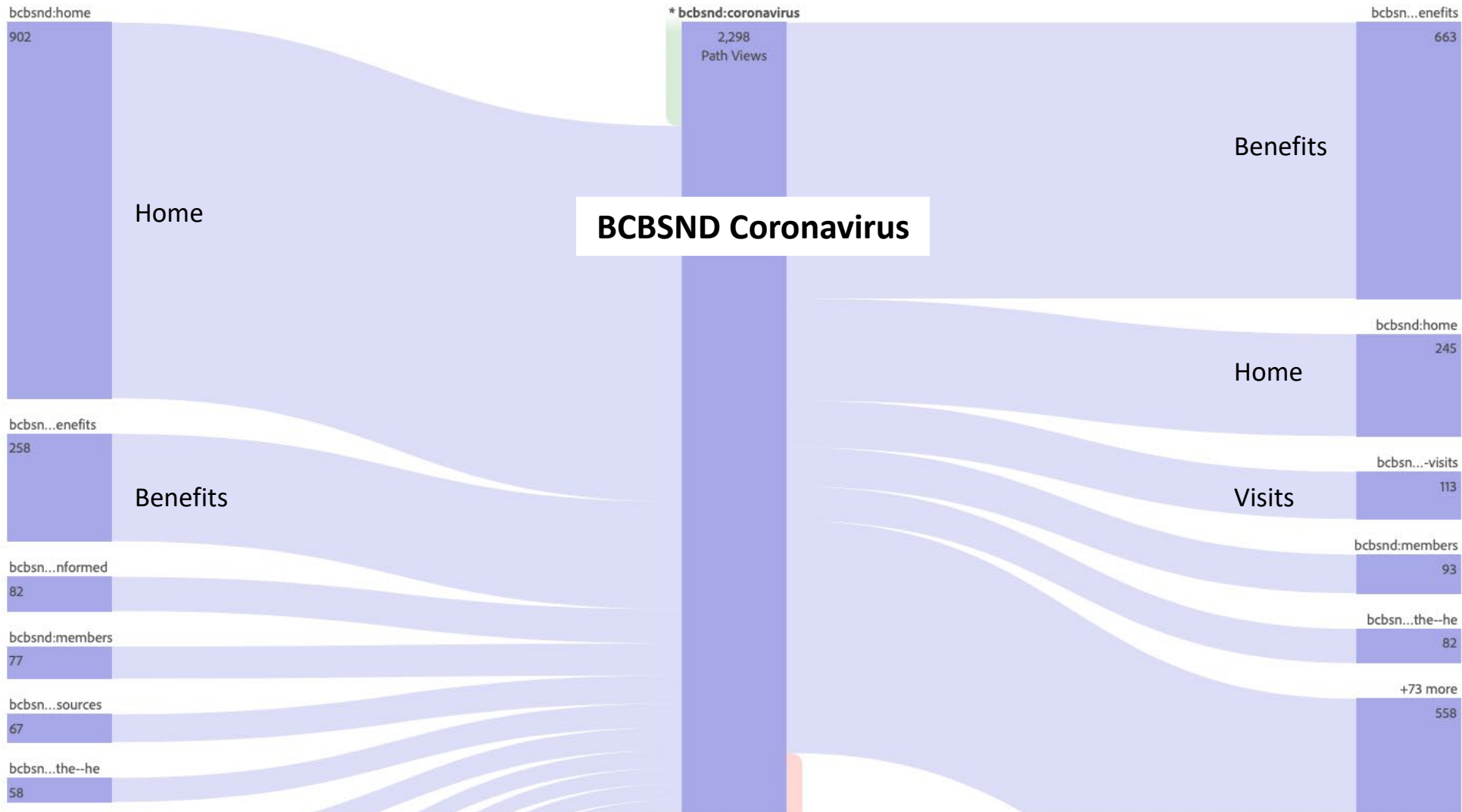
# Flexible tools to inform decisions and enable a data-driven organization

Today, Blue Cross Blue Shield of North Dakota more deeply understands who visits the site, where they go and what they are looking for, and ultimately, how to deliver more relevant experiences.





# Observing and interpreting the customer journey through flow analysis



## Using Analytics to drive development

~25% of downloads from 4 forms;  
Blue Cross Blue Shield of North Dakota can measure  
and invest development on the right activities.



# Recap and BCBSND's Path Forward

- Phased reaction, orchestration and scaling of digital response
- Leveraging AEM to optimize content & content production process in a quick turnaround environment
- Leveraging Adobe Analytics to react and target content efficiently
- Going forward
  - Self service, self service, self service
  - Automation



