

Sprint Mobility Management

# BlueCross BlueShield of Tennessee benefits from a healthy security regimen with Sprint.

## Challenge

As the state's leader in healthcare financing, BlueCross BlueShield of Tennessee provides insurance services and products that help protect the health of more than two million state residents, as well as financial security services to provide customers with "peace of mind." Given the volume and importance of its business, the insurer evaluated its entire communications system for opportunities to undertake strategic enhancements. For example, a single companywide mobile communications network could give decision-makers secure e-mail access through their Personal Digital Assistants (PDAs). The company also wanted to upgrade security features to provide even stronger data protection through advanced access controls and usability coding. Despite the promise of compelling benefits, implementing these plans presented significant challenges, because the company's resources were completely dedicated to core business functions. No internal teams were available to procure the PDAs, load them with the necessary software, and provide training on their use to nearly 300 users.

## Solution

BlueCross BlueShield of Tennessee invited Sprint and Intelligent Systems and Networking, Inc. (ISN) to partner with the insurer to develop a solution. The companies combined their capabilities and efforts to manage the deployment of hundreds of PDAs to key departments on a tight timeframe, while protecting customer data in compliance with HIPAA. ISN's role was to charge the PDAs provided by Sprint and load them with GoodLink and Sprint Mobility Management Device Management Software. ISN also trained hundreds of users on how to use the PDAs. In addition to providing the hardware, Sprint delivered anti-virus and Adobe software over the air via the Device Management functionality of Sprint Mobility Management.

Thanks to this close collaboration, the insurer was able to equip nearly 300 sales, finance and operations employees with a fully configured Sprint PCS Vision<sup>SM</sup> Smart Device Treo<sup>TM</sup> 650 by Palm<sup>®</sup>. The company also improved its business communications through a secure, mobile e-mail platform. Based on Sprint Mobility Management, the managed wireless solution included:

- Security features to protect sensitive corporate data—in case of lost or stolen devices the "kill-pill" feature of Sprint Mobility Management sends an erasure command to the device over the air. This command forces the device to perform a hard reset, erasing everything that is not in the ROM provided by the manufacturer.
- Reduced wireless costs and predictable billing.
- Untethering of the PDA from any computer for efficiency and increased productivity.
- Secure, Web-based reports allowing managers to save time when performing wireless expense management.
- Dedicated support.



BlueCross BlueShield of Tennessee is the largest healthcare company in the state of Tennessee. It is an independent, not-for-profit organization governed by its own board of directors, and it is also part of a nationwide association of healthcare plans—the BlueCross BlueShield Association, which licenses the company to offer certain products and services under the BlueCross and BlueShield names.

With 2.8 million members, BlueCross BlueShield of Tennessee is the 11th largest of the 40 Blue plans, and one of the most financially sound.

For more information, visit [www.bcbst.com](http://www.bcbst.com).



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## Bottom line

The new PDAs had an immediate positive impact on employee productivity. With continuous access to critical business information via wireless e-mail, employees were able to regain nearly 900 staff hours per week. Because the insurer chose to implement a turnkey solution developed by Sprint and ISN, it also realized significant time and cost savings within its IT department almost immediately, which greatly pleased both stakeholders and upper management.

The validity of the decision to outsource the project was supported by data that Gartner, a research firm based in Connecticut, compiled on the Total Cost of Ownership (TCO) for wireless e-mail devices. According to the Gartner study, "the average handheld TCO is a whopping \$3,000 per user, per year, going up to \$4,554 if you add a separate wireless modem.\* What brings the TCO up are hidden costs, such as IT support, administration, end-user operations and training. On the other hand, the costs of an outsourced solution appear to be lower, as in the example of Thompson Financial in New York, whose cost for handheld devices is fixed at \$1,000 per user, per year under an outsourcing contract."

By avoiding expensive investments in technology and human resources, the insurer was able to save time and money while developing and deploying a comprehensive, extremely versatile solution quickly and effectively. BlueCross BlueShield of Tennessee was also able to minimize the cost of the entire enterprise mobility project by employing the association's corporate discount. This discount allowed the company to achieve direct savings on wireless service while maximizing minute usage for several hundred employees through a pooled-shared minute program.

As expenses for hospital care, medical treatments and prescription drugs continue to skyrocket, the insurer can depend on invaluable peace of mind due to its affordable, powerful managed mobile communications solution. By reducing costs, enhancing internal efficiencies, and improving employee productivity, the company is also able to pass along significant savings to customers and do a great deal to help make healthcare coverage more affordable for everyone.

## Why Sprint?

Sprint and Nextel have come together, offering you more choice and flexibility. This powerful combination brings you access to more products, more services and more of what you need — to do more of what you want. Welcome to a future full of possibility.

We are the new Sprint, and yes you can.<sup>SM</sup>

**" Beginning with a successful trial of Sprint Mobility Management, and following with a turnkey fulfillment and device training program, BlueCross BlueShield of Tennessee was able to provide a fully configured, loaded and tested PDA device within a few months to nearly 300 employees statewide. I give Sprint and the solution a Clean Bill of Health!"**

Hugh Hale, Director, Technical Services,  
BlueCross BlueShield of Tennessee

\* "The High Cost of Handhelds" by Matt Hamblen. Article published online by ComputerWorld [www.computerworld.com](http://www.computerworld.com)  
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