iRise Fusion User Conference 2007
Simulation and the Technical Proof of Concept: Building a Member Portal

Customer Experience Team
Strategic Systems
October 11, 2007
• Background
• Objectives & Scope
• Participants’ Perspective
• Preliminary Conclusions
• Simulate a Member Portal Concept
• Demonstrate how the iRise Platform works
• Next Steps
**Background**

**BCBSM IT** has been challenged with reducing project cycle time, while increasing quality. The Business Application Design (BAD) and Customer Experience (CE) teams within CCS have been exploring best practices and the use of Simulation during Requirements Definition phases since 2006. The BAD & CE teams assessed the need to help business stakeholders minimize change requests more effectively by providing a visual contract up front. This supports the ability to empower the Business. Today’s sophisticated business operate from “I’ll Know It When I See It” (IKIWISI.) Simulation allows the project teams to better collaborate with the business to highlight opportunities and define the detailed business solutions that are needed.

**Strategic Systems** sought to explore the use of simulation to show a conceptual vision of seamless servicing. As a result, we began the Technical Proof of Concept: Member Portal on April 11, 2007.
Objectives

• Validate the iRise Platform & Simulation
  » Validate the benefit of simulation for innovation
  » Evaluate the iRise platform for consideration as the standard simulation software tool for possible inclusion in the software development tools portfolio
  » Provide a technical proof of concept for the use of simulation software as part of the software development life cycle
  » Evaluate and illustrate how to produce deliverables faster with more complete, consistent and clear content

• Demonstrate Conceptual Member Portal
  » Demonstrate the potential for development of a Conceptual Member Portal
  » Demonstrate Seamless Servicing Architecture capabilities
  » Demonstrate gathering requirements in an interactive visual process rather than with static documents
• Validate the iRise Platform & Simulation

  » Create a simulation of a conceptual Member Portal:
    • Current Functions
    • Planned Capabilities
    • Consumer Directed Healthcare
    • Managed Care
    • Member Communication Center

  » Develop reusable simulation assets
**Participants**

**BUSINESS**
- Corporate Business Process Improvement
  - Dan LaPonsie
  - Chris Bonus
- Corporate Project Management Office
  - Jim Huetteman
- Corporate E-Business
  - DeAndre Lipscomb
  - Mary Moore
  - Chris Vecchio *
- Maximize Stakeholder Experience
  - Michael Shea
- Product Development
  - Don Whitford
  - Laurie Davidson

**IT**
- Executive Leadership
  - Joe Hohner
  - Gary Harvey
  - Mike Benoit
  - Joanne Rusch
- Systems Project Delivery
  - Joe Vondracek
- Application Architecture Group
  - Kevin Monaghan *
  - Jerry Mallon
  - Kevin Schneider
- Technical Application Design, CCS
  - Brad Baty

**Core Team**

**Business Application Design, CCS**
- Godfrey Nolan *
- Jason Stanis

**Customer Experience, CCS**
- Leslie Cohen *
- Michelle Macri *
- Heather McDonald-Aveyard *
- Eleanore Eng, iRise *
- Stephen Clark, iRise *
- Karen Uetz *

* Core Team
“iRise will allow better collaboration between the business sponsors and IT to hopefully reduce development time and create a better understanding of the end deliverables earlier in the project cycle.”

Dan LaPonsie

“The tool looks like it will be useful in developing prototypes and simulations.”

DeAndre Lipscomb

“You [Karen] and your team worked very hard to show other related BCBSM departments the potential for an improved portal view for our stakeholders. MSE appreciates your efforts...”

Michael Shea

“Screen simulation, using a tool like iRise, will help business visualize their requirements and address user interface questions that may arise before a great deal of development efforts occur.”

Jim Huetteman

“I am impressed with the ability of the customer experience team’s use of the tool to help elicit requirements at the very beginning of the process. An approach such as this can take significant steps towards directing future-state models to drive competitive advantage in the marketplace.”

Kevin Monaghan
• **Simulation works real-time and is interactive**
  - Compelling real-time JAD support maximizes wider-spread participation
  - Simulation allows stakeholders to see changes real-time or with rapid turn-around
  - System behavior and user experience is hard to represent in static documents

• **Participants embraced using this tool and technique**
  - Simulating holds group attention and visual understanding of the user interface exceeds the current manner of engaging business stakeholders
  - Provides a more direct representation of the system being built to all stakeholders

• **We demonstrated the ability to reduce cycle time**
  - 60 days to build the Simulation of the TPOC: Member Portal
  - Installing the tool
  - Training
  - Define requirements & market research
  - Next step: begin to apply this to projects to get metrics

• **cBPI feels that it would be very useful in business case presentations and in the early requirements stages of projects**
Member Portal Current State
As of June 2007
Current Member Secured Services Login

If you are a first time user, please Register.

User ID:  
Password:  

Login  
Register  
Login Help  
Forgot User ID?  
Forgot Password?

Have Questions? Call 1-877-BLUE-MED (1-877-258-6333)

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Current Disconnect between CDH Accounts over to Wells Fargo
1. **Whiteboard Ideation**
   Focus on the High-Level Scenario Flow
   
   Iterate

2. **Analysis-Level Simulation**
   Identify & Validate Functionality of each Scenario
   
   Iterate

3. **High-Fidelity Simulation**
   Incorporate Layout, Look-and-Feel, and INTERACTIVITY
Simulate a Member Portal Concept

- We explored key member online user experiences
- BCBSM Current State .vs. Conceptual Member Portal
  - Member Login
  - Member Secured Home Page
  - CDH: Single Sign-On
  - PHR: Add a Medication
  - Annual Health Statement
  - Has a Question on EOB

- New Member Welcome Page
Demonstration
Moving BCBSM Forward

Redefining BCBSM Requirements Phase

The Member Portal Concept is of value
  » Socialize Member Portal Concept
  » Initiate a project to formalize the creation of the next iteration to the Member Portal Future State
  » Turn into a formal initiative
  » Define Seamless Servicing pre-requisites
“If I can't picture it, I can't understand it.”

Albert Einstein