

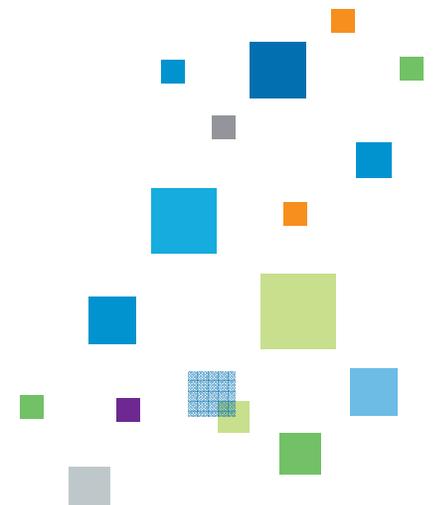
# Case Studies: Impact of SOA Initiatives on Business-IT Alignment and Business Agility

SOA in Healthcare

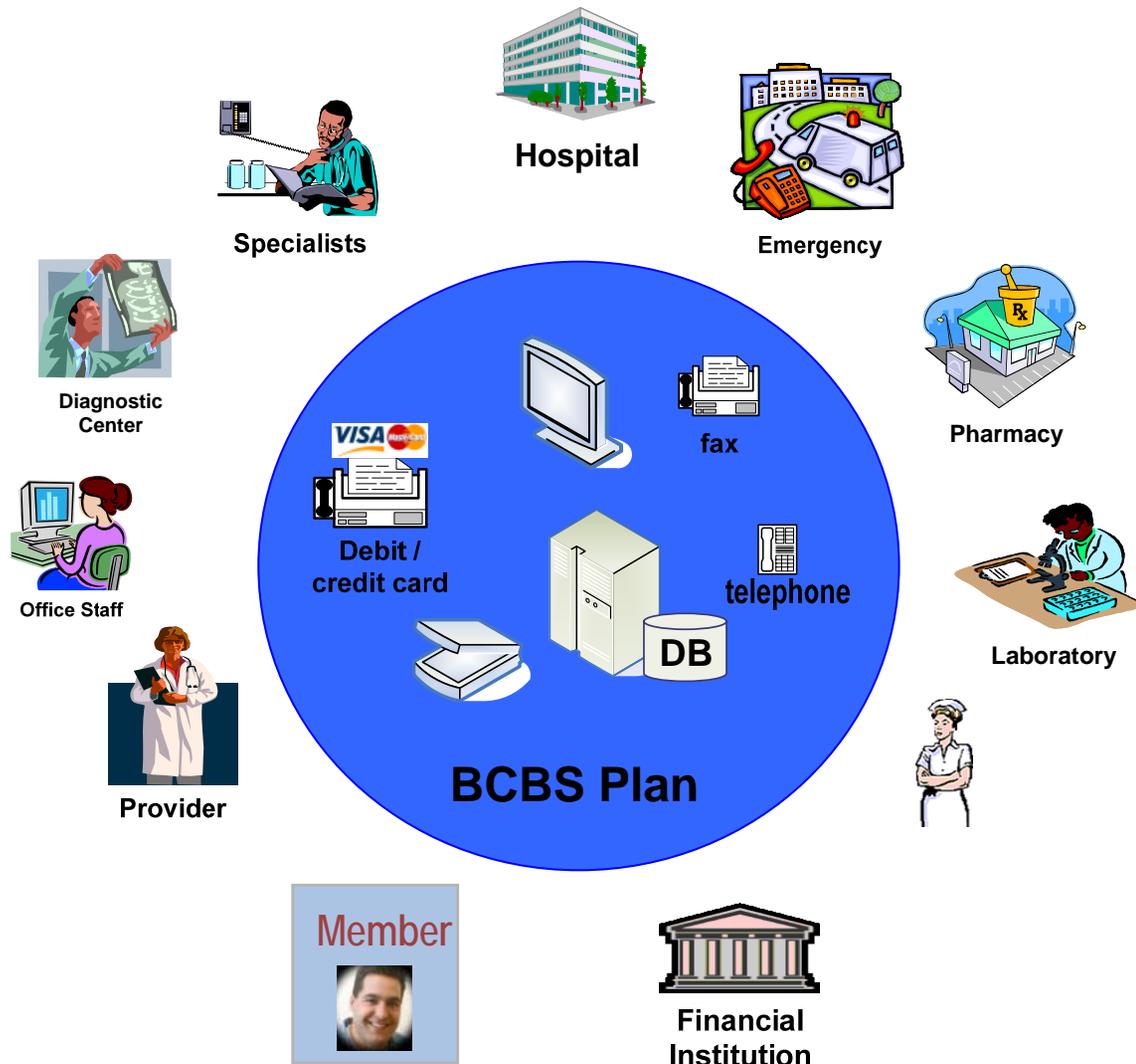
April 15, 2008

Chicago, IL

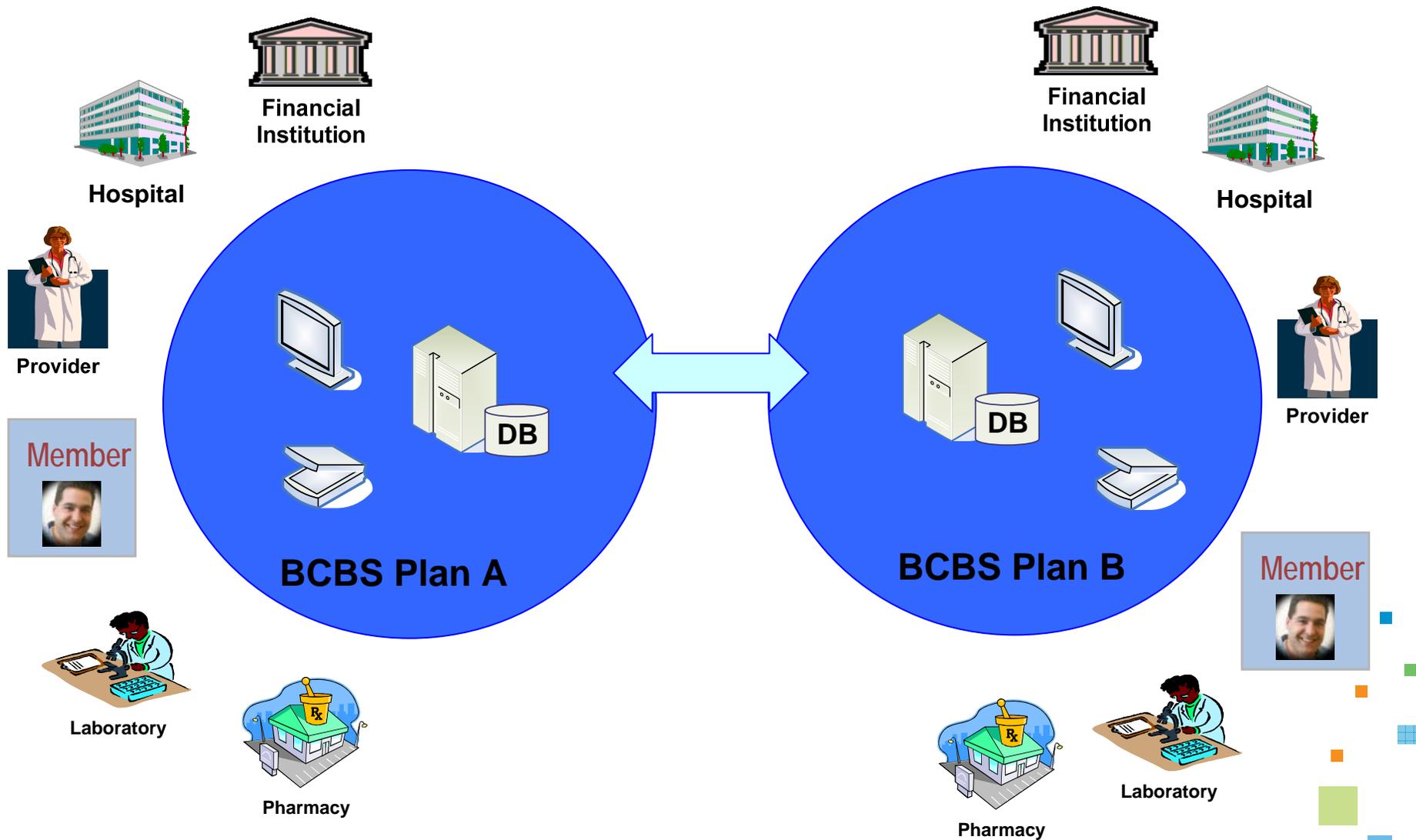
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# Individual Plan Context



# Inter-Plan Environment and Architecture



# Complexity of Inter-Plan Environment

Complex Inter-Plan environment:

- BCBSA - national federation of 39 **independent**, community-based and locally operated Blue Cross and Blue Shield companies

Many differences across individual BCBS Plans:

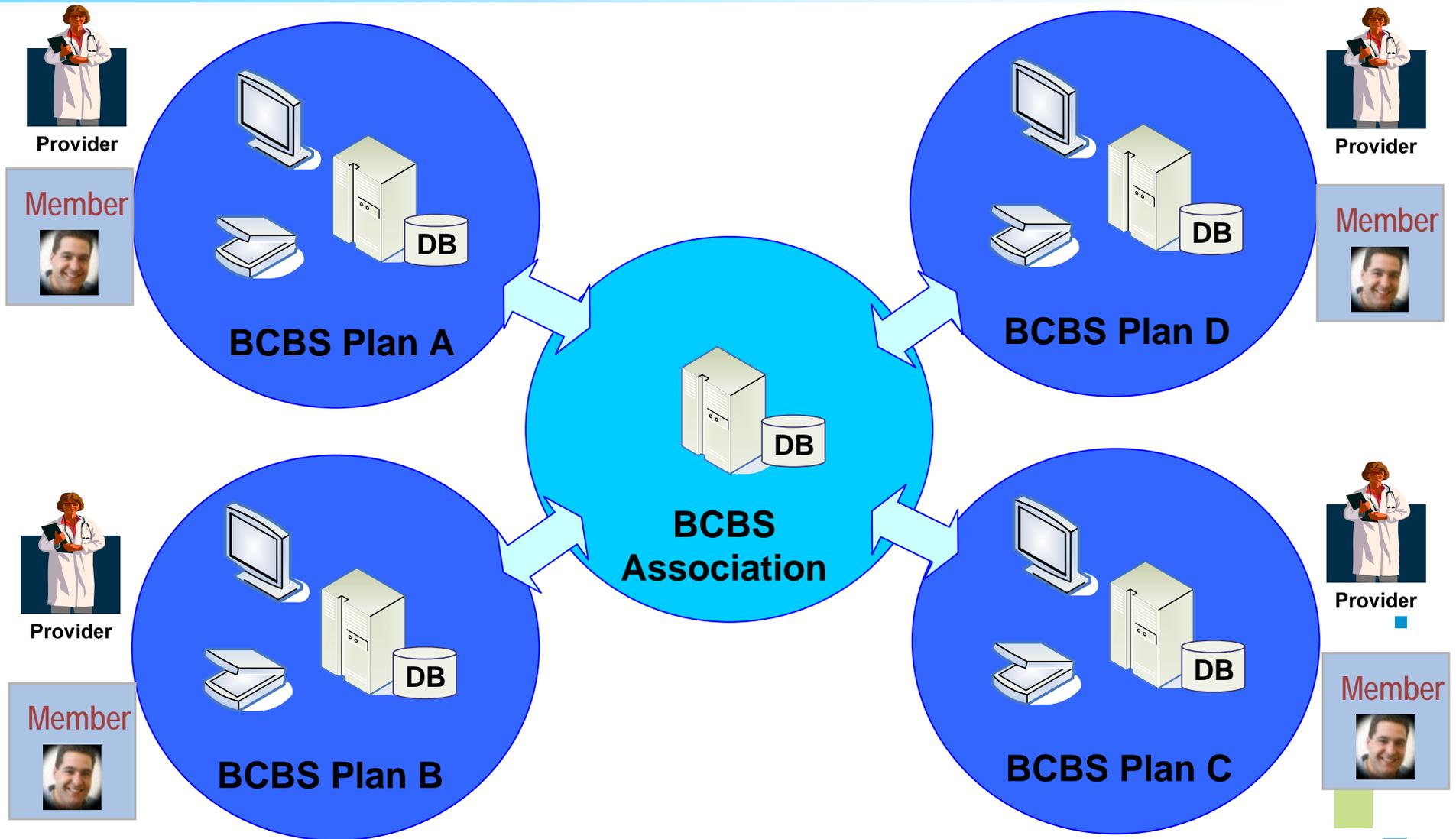
- Different business processes and operational capabilities
- Heterogeneous technology platforms
- Different local market realities and business priorities
- Different state regulations
- Different levels of technology investments and capabilities
- Different technology strategies

# Complexity of Inter-Plan Environment

Challenging Business-to-Business (B2B) environment:

- Must provide common set of system-wide services
- Must provide consistent level of service quality
- Must be in compliance with state and federal regulations
- Must accommodate individual Plans' constraints

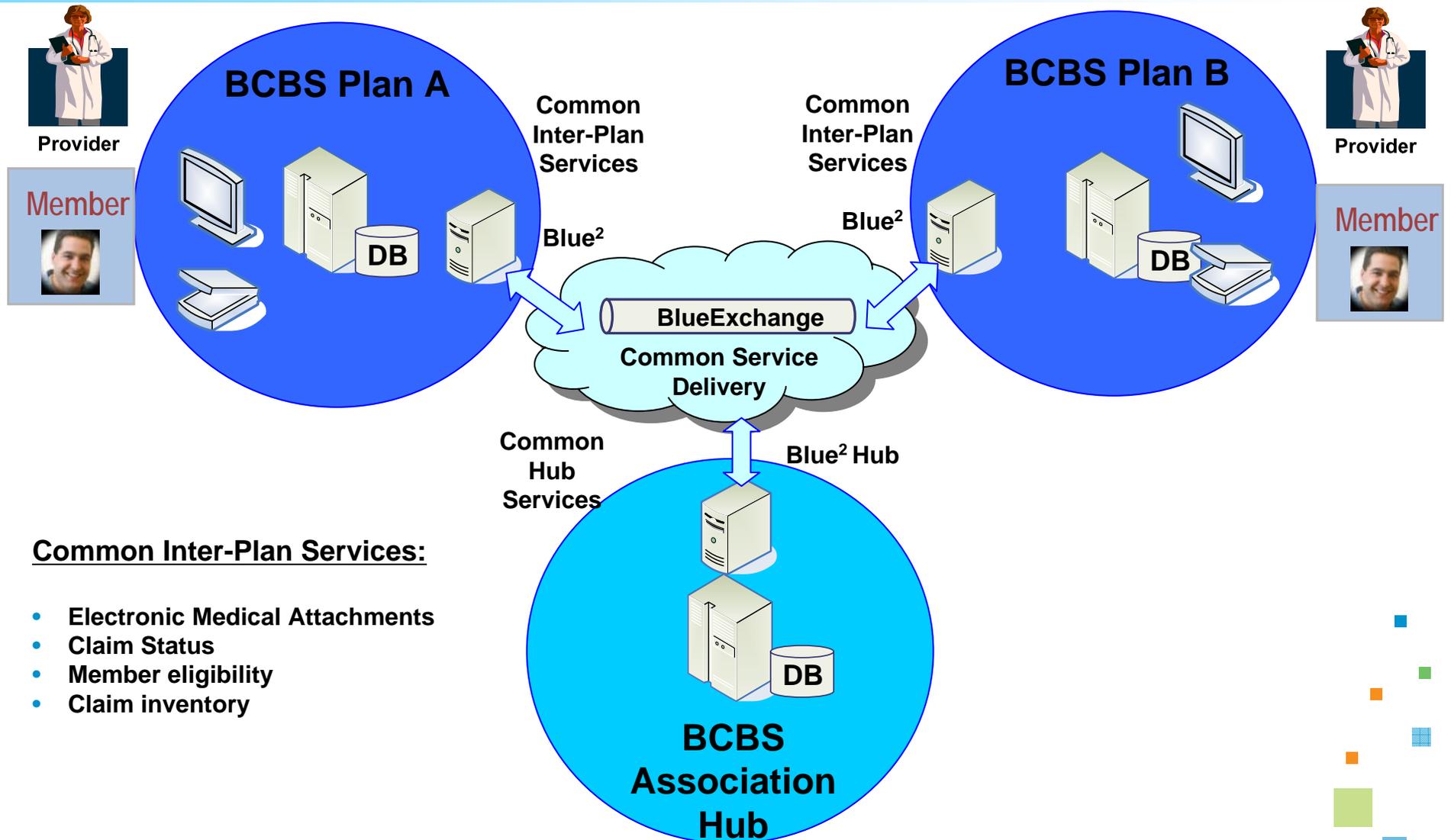
# Inter-Plan Environment and Architecture



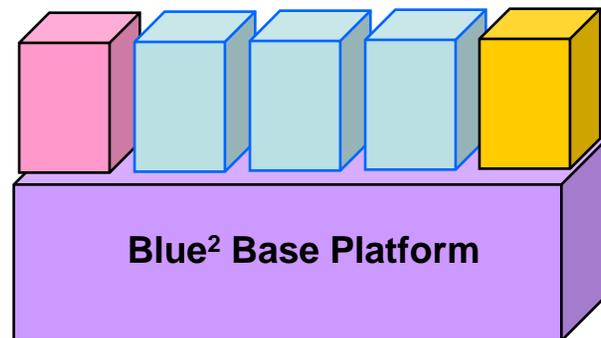
# Promise of SOA

- **Streamline definition of new services**
- **Increase interoperability and compatibility among Inter-Plan business processes and among BCBSA systems**
- **Speed up development and deployment of new services**
- **Separate service delivery platform / infrastructure from business services**
- **Location transparency of services**
- **Predictable service behavior**
- **Loose coupling and service maintainability**
- **Platform and technology independence**
- **Flexible configurability**

# Inter-Plan Environment and Architecture



# Blue<sup>2</sup> as a Service Delivery Platform



## Plan Services

- Reporting / Dashboards

## Inter-Plan Services

- Claims attachments
- Claims inventory
- Claims status
- Member eligibility

## 3<sup>rd</sup> Party Vendor Services

- Tools

# Business-IT Alignment and Business Agility

**Questions?**

