

## Blue Cross Blue Shield of North Carolina

# Driving Continuous Business Value through BOTs

How BCBS NC realized \$10M in business value by leveraging Pega Robotics across Enterprise Business Processes



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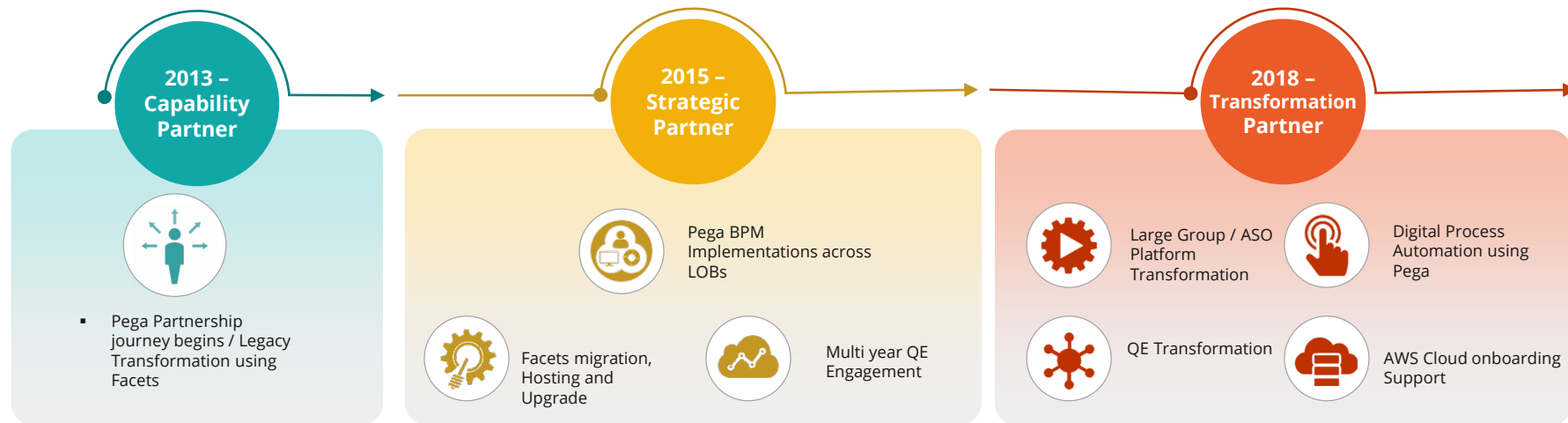
Pega Practice Leader, Cognizant



**Dev Victorien**

Pega Engagement Leader, Cognizant

# Cognizant – BCBS NC Partnership Journey



## Partnership Highlights

### Cognizant's DPA Footprint

- Care Management
- Finance
- Membership
- Claims
- Sales and Marketing

### Critical Success Stories

- Digital Transformation using Robotic Automation
- Platform Transformation for all LOBs
- QE Transformation

# BCBS NC: Who we are

## Blue Cross Blue Shield of North Carolina



Founded in **1933**  
North Carolina's  
largest health  
insurer



**3.9 Million+**  
members



**40,000+** in-network  
providers



**5000+** employees



### Mission

To improve the health and well-being of our customers and communities



### Vision

To be the model for transforming our health system through unwavering commitment to quality, affordability, and exceptional experience



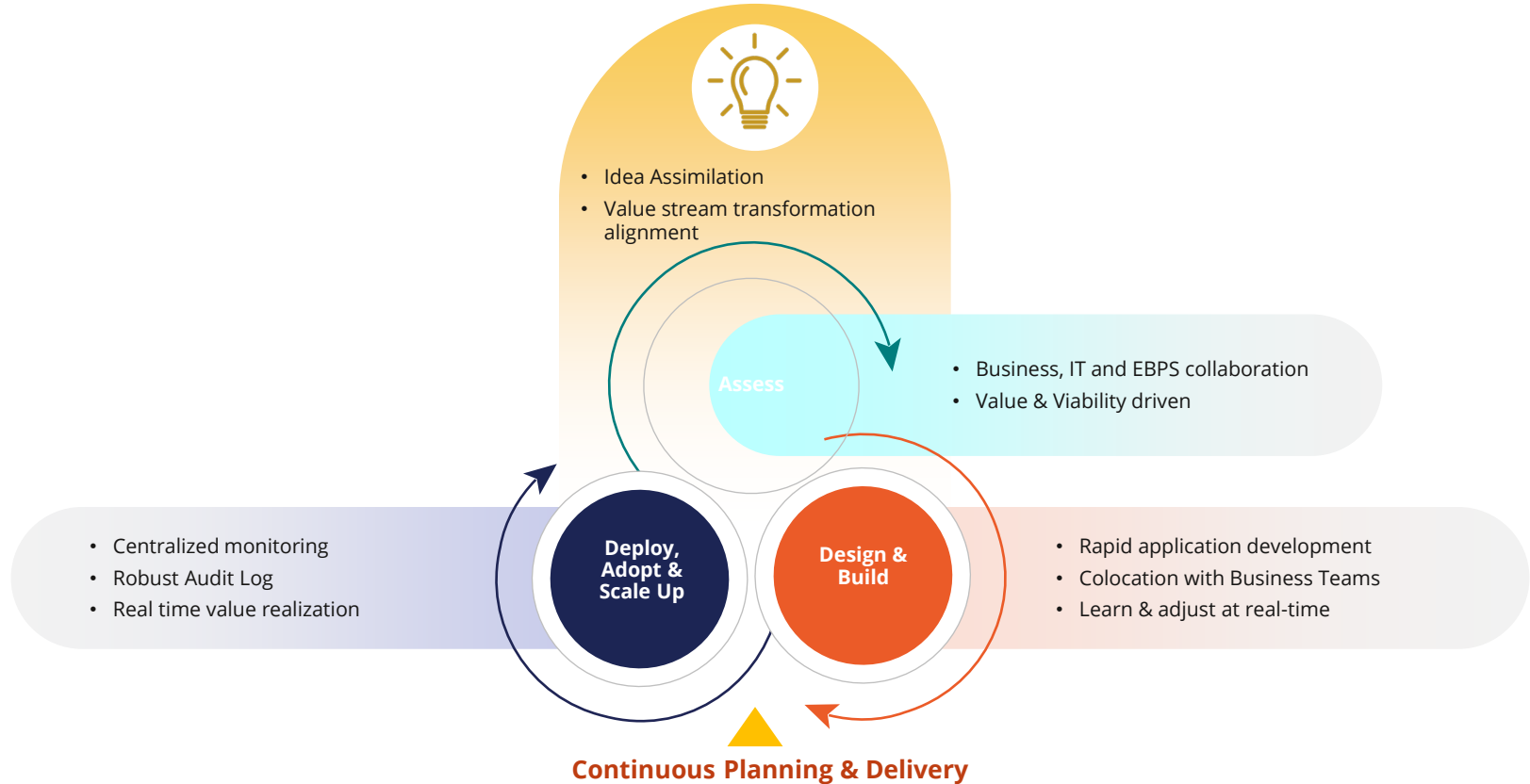
**Great Place to work!!!**

# Digital Process Automation Imperatives

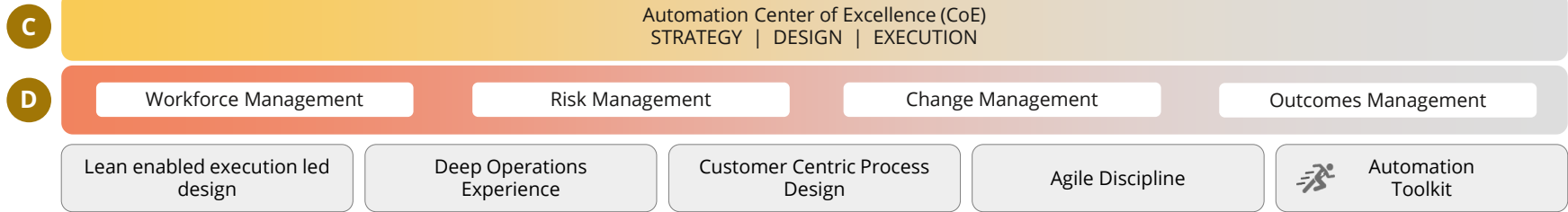
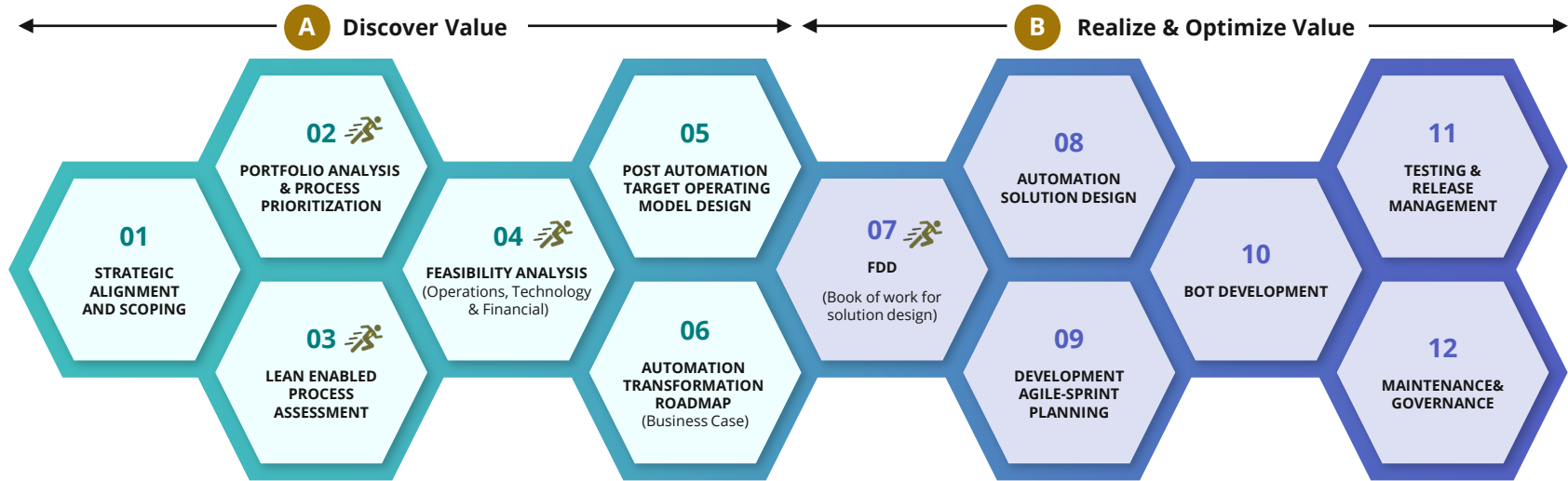
We are building next generation Digital Process Automation to enable our enterprise for:



# Our Approach: Experiment, Learn Fast & Adjust!



# The Automation Framework We Follow



\* Cognizant's automation Framework

# Our Automation Journey so far...

## Journey Begins

- Implemented 2 Pilot projects
- Built Backlog
- Operate in CD model

Q1 2018

Q2 2018

## Initialize

- Implemented engagement model
- Well defined Bot monitoring process

Q3 2018

## Establish

- Enterprise wide expansion
- Implement new Robotic capabilities
- DPA Center of Excellence

Q4 2018 -  
Q1 2019

## Industrialize

- 600+ BOTs (14 robotic solutions)
- Benchmarking
- Refine Strategy and operating model
- AI / ML capabilities exploration

Achievement

Continuous Delivery

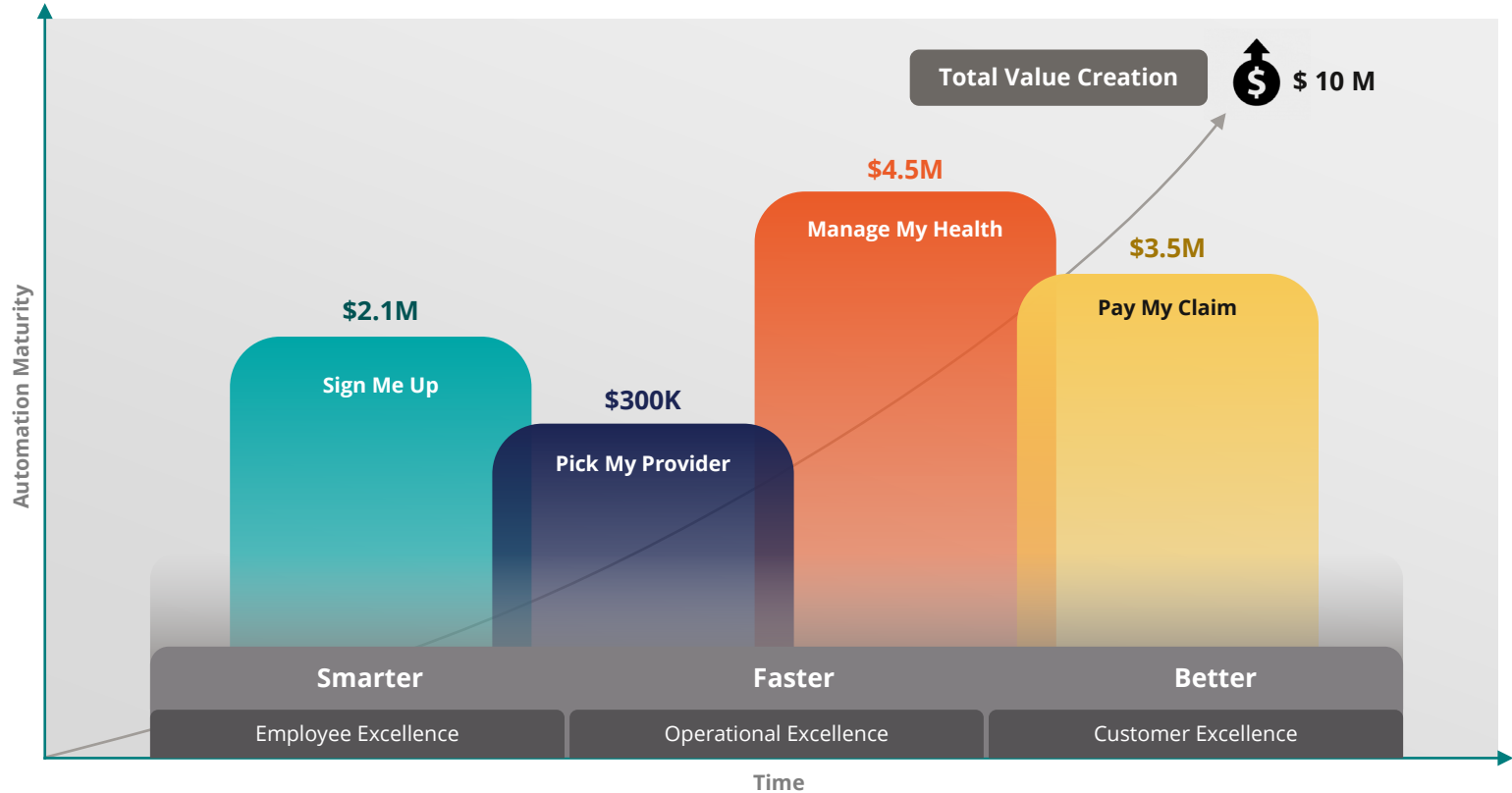
Enterprise wide expansion

Assessment Framework

DPA Center of Excellence for Governance

Speed to market

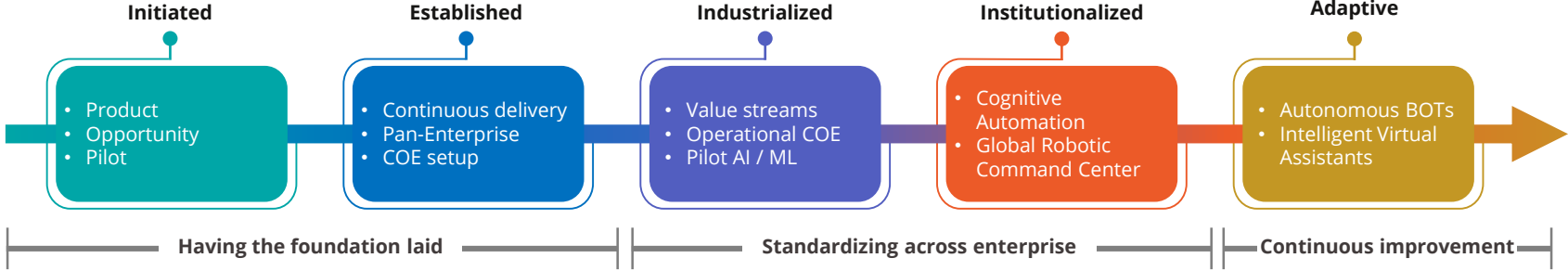
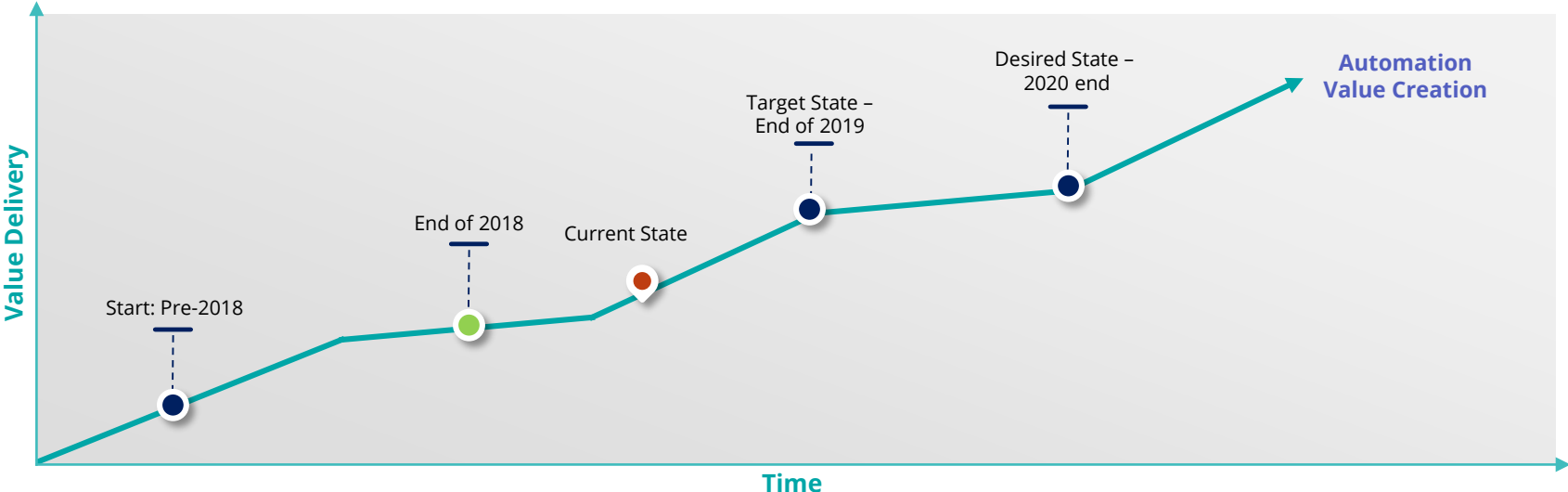
# Business Value Delivered in 2018





# Testimonial

# Automation Maturity: Where are we now!



# The Journey Continues: Future of Automation in BCBS NC



Operational  
Excellence

- Intake Transformation with OCR capabilities
- Cognitive self healing BOTs
- End to End Digital Transformation using BPM, RPA and AI



Employee  
Excellence

- Customer Data Hub for Proactive Recommendation
- Leveraging AI / ML for self learning processes
- Next Best Action



Customer  
Excellence

- NLP** based customer interaction processing
- Integration with Virtual Assistant Devices
- ChatBOTs leading customer interactions



# Cognizant's DPA Value Delivery @ BCBS NC

## Inspiration



- Robotic opportunities worth \$10M from Cognizant's Bot Catalog
- Opportunity Assessment Framework

## Ideation



- Cognitive Automation (NLP)
- Rapid Application Development

## Implementation



- Automation Standards
- Reusable Assets & Accelerators
- Technology COE setup

# Q & A



**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>