Case study // **Rocky Mountain Health Plans**

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With Sitecore on Azure, **Rocky Mountain Health Plans** empowers customers to compare and select plan options while simplifying website management and protecting sensitive data.

Industry: Healthcare • **Founded:** 1977 • **Employees**: 500

Headquarters: Grand Junction, Colorado • **rmhp.org**

Each October individuals around the U.S. review health insurance plans to maintain or change their coverage. Over 230,000 people in Colorado's Western Slope region turn to Rocky Mountain Health Plans (RMHP) to study their options. With more than 40 years of experience, RMHP understands the importance of this evaluation and is committed to a high-quality, personalized journey for its members and employer groups.

RMHP maintains a large portfolio of offerings that changes annually and requires robust systems to manage and present rates, coverage, and provider information. Yet aging and decentralized technology were holding back open enrollment innovation. Legacy CMS, website, and customer support applications required many manual changes and lacked the flexibility for today's dynamic healthcare market—even simple content updates could take days, which put RMHP's compliance at risk.

RMHP offers health insurance coverage to individuals of all ages and businesses of all sizes, serving every market—employers, individuals, Medicare, Medicaid, and Child Health Plan Plus—but its web experience was one-size-fits-all. With this year's open enrollment fast approaching, RMHP sought a better, more tailored experience for its members.

The insurance provider selected Horizontal Integration (HI)—a digital agency that creates enterprise-level marketing solutions—to overhaul its digital strategy, which included consolidating its various web systems onto one platform. Together they selected Sitecore Experience Platform (XP) running Microsoft Azure.

Not just a CMS

When RMHP first began evaluating Sitecore XP, they thought it was just a CMS. "They did not realize all the powerful capabilities that Sitecore brings to the table," said Sheetal Jain, technology director of Horizontal Integration. "So we developed a proof of concept that demonstrated that they could use Sitecore as a single platform for content management, as well as personalization, email, analytics, and omnichannel automation." And thus began RMHP's digital transformation.

ROCKY MOUNTAIN HEALTH PLANS®

Challenges

- **Enhance website experience** with simplified presentation and intuitive self-service.
- **Improve productivity** through site consolidation, cloud services, and streamlined workflow.
- **Meet industry regulations** including HIPAA and Medicare ADA Section 501 mandates.
- **Speed time to market** to meet 2018 open enrollment deadlines.
- **Secure sensitive information** including PII and medical records.
- **Consolidate and eliminate** toxic legacy technology.

Solution

- Sitecore® Experience Platform™ (XP)
- Sitecore® Experience Database™ (xDB)
- Sitecore® Cloud on Microsoft® Azure
- Sitecore® Email Experience Manager (EXM)

Results

- **Improved digital experience:** Simplified interfaces and unified brand across web properties.
- **Reduced support costs:** 85% fewer customer calls and enhanced website self-service.
- **Increased efficiency:** Greater agility from integration of CMS and Microsoft solutions.
- **Enhanced security:** Automated backup and failover, and sensitive data encryption.
- **Faster time to market:** Amplified speed and scale from Microsoft Azure cloud platform.
- **Increased self-sufficiency:** Reduced reliance on third parties to manage technology and content.

RMHP and HI approached the project in two initial phases. The first phase involved launching its mobile-friendly corporate website, www.rmhp.org, on Sitecore XP. The corporate site offers information about RMHP, as well as forms through which prospective members can reach out to RMHP with questions.

The second phase involved developing a multitenant Medicare portal. On the same Sitecore instance as the corporate site, the Medicare portal allows customers to search and apply for Medicare insurance plans online. Using Sitecore Experience Database (xDB) analytics insights, RMHP can identify and segment customers to serve them relevant content using Sitecore XP.

Through the website, users can review policies and submit applications online. Once applications are submitted, Sitecore Email Experience Manager (EXM) automatically sends a notification to RMHP staff, so they can review information and follow up with applicants more quickly. Additionally, HI configured Sitecore EXM to send confirmation emails to applicants as well as follow-up reminders to RMHP employees.

Managing content that always changes

Medicare rules and regulations are changing all the time. It's critical that RMHP offers the most current Medicare information on its website—otherwise, they risk being out of compliance. Whereas before it was challenging for non-technical employees to update content on the site, now it's fast and easy. "With Sitecore workflows, we now have a flexible and controllable way of creating, reviewing, and updating content—and we no longer need developers to push content updates to the site. Not only do we stay compliant, but we save time and resources," said Frank Orr, chief information officer of RMHP.

With little training on the Sitecore solution, RMHP staff now updates information and manages content through an intuitive intranet portal. Marketing teams create forms on the fly and analyze data in real time. "Sitecore empowers us to quickly make changes and analyze the impact on customer satisfaction. It's exceeding our expectations and is unlike any other solution we've seen before," adds Orr. Sitecore's integrated workflows also help RMHP comply with healthcare regulations by ensuring all content is properly reviewed before getting published.

Of course, running Sitecore on Azure also has its benefits. According to Jain, "With Sitecore on Azure, Rocky Mountain Health Plans can scale up and down with demand, and avoid the expense and hassle of managing their own servers and data centers. Plus the Azure infrastructure offers unparalleled security—so they can rest assured knowing data is safe, which is critical for health insurance providers."

Enhanced digital experience

Remarkably support calls decreased 85% after the site went live. Customers readily found plan details and reached healthcare providers without calls to RMHP's staff. The simplified site presents brochures, contact information, and inquiry forms consistently across all segments.

The short-term roadmap includes the ability for brokers and customers to access a significantly broader scope of plan information compared to previous systems. For example, due to Sitecore's tight integration with RMHP service capabilities, RMHP can pull plans, locations, and rates data from RMHP services. As a result, members can now foresee any plan changes (rates, coverage, etc.) that may take place within the next three months. "This will be a huge benefit to our brokers, in addition to empowering our business to effect timelier website content and changes—without IT intervention," says Orr.

Platinum Implementation Partner

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HORIZONTAL INTEGRATION

Founded in 2003, HI is one of Sitecore's original Platinum Implementation Partners and a Gold-certified Microsoft Partner. Having worked with Sitecore since they entered the North American market in 2005, HI offers unmatched depth and breadth of experience with the most complex, enterprise-level Sitecore implementation and enhancement programs.

Services

- Digital marketing strategy
- Digital marketing research, testing, and optimization
- Digital user experience and creative
- Digital technology solution design and implementation (Sitecore exclusive)
- Digital managed services

Industries

- Financial services
- Healthcare
- Manufacturing
- Consumer
- B2B and B2C e-commerce

Size

~200 employees across four offices

Headquarters

St. Louis Park, Minnesota

Website

horizontalintegration.com

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Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, automates communications, and enables personalized commerce, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time—before, during, and after a sale. More than 4,900 customers—including American Express, Carnival Cruise Lines, easyJet, and L'Oréal—have trusted Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue. • **sitecore.net**

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