



# SPEED TO MARKET GAINS ENROLLMENT

*Leveraging AmeriHealth Administrators' capabilities to successfully enroll new plan members*

## CASE STUDY

GeoBlue was faced with an exciting but big challenge when it joined forces with Bupa Global to bring enhanced services and products to the international group health insurance market in the United States.

## CHALLENGE

Bupa Global wanted a partner to serve its international members when they need medical care in the U.S. Integral to the relationship was the ability to deliver national network access through the BlueCard® program.\* GeoBlue was ready for this opportunity. But the start-up schedule would be tight. And initial enrollment would exceed 64,000 members.

How would GeoBlue rapidly implement BlueCard access and Blue connectivity for claims processing and payment? They needed a strategic arrangement with a company that had expertise in back-office processes, established Blue connectivity, and network access.

## SOLUTION

GeoBlue is a long-time client of AmeriHealth Administrators. They look to AmeriHealth Administrators for business processing services for members receiving care in the U.S. — medical management to network access to claims adjudication — including BlueCard and Blue Inter-Plan Teleprocessing Services (ITS) expertise and claims processing.

This relationship helped solidify GeoBlue's confidence that they could quickly and successfully on board and serve new international members within the U.S.

## RESULT

GeoBlue, leveraging AmeriHealth Administrators' capabilities, successfully enrolled more than 64,000 Bupa members within weeks — from finalizing program design to getting ID cards in members' hands.

Liz Dunlavy, vice president for GeoBlue, describes what their relationship with AmeriHealth Administrators does for GeoBlue: "AmeriHealth Administrators' understanding of our business, Blue connectivity, and their flexibility and nimble response help us move forward with confidence on opportunities like this. And they support our efforts to deliver a superior level of comfort when individuals are traveling or working in the U.S."

GeoBlue continues to build on this success. They anticipate that during a one-year period, more than 440,000 Bupa Global members will be enrolled through this ambitious initiative.



*AmeriHealth Administrators' understanding of our business, Blue connectivity, and their flexibility and nimble response help us move forward with confidence.*



**- Liz Dunlavy, Vice President  
GEOBLUE**

\*The BlueCard Program gives members access to participating health care providers of Independent Blue Cross® and Blue Shield® plans across the country. BlueCard, Blue Cross, and Blue Shield are registered marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans.

GeoBlue is the trade name of Worldwide Insurance Services, LLC, an independent licensee of the Blue Cross and Blue Shield Association.

© 2016 AmeriHealth Administrators, Inc.

Case Study: Speed to Market Gains Enrollment 2016-03

