



INTER OFFICE MEMO

TO: ALL EMPLOYEES

DATE 3/29/84

FROM: J. W. Bolin

AT: Info Sys & Fac Servs

SUBJECT: ORGANIZATION ANNOUNCEMENT

Blue Cross and Blue Shield of Florida, Inc. recognizes that our data processing capability is a critical resource and that the employment of this critical resource requires the consideration of the highest management level. In this regard, the Advanced Systems Planning Committee (ASPC) was established to maximize the utilization of our Systems and data processing resources. The scope of the Committee includes the review and approval of submitted plans for the use of data processing resources and the direction of efforts to the areas of the Company where they are needed most.

At the February 23, 1984, ASPC meeting, the ASPC selected five major systems projects to be considered of highest priority and to be addressed in 1984. These five Corporate projects were an outgrowth of the Advanced Systems Planning Catalog effort which was conducted in 1983. This effort included the identification and capturing of a large number of business needs corporate wide. Through a process of extensive analysis and several reviews by the ASPC, the Committee selected the following projects to be addressed as major corporate efforts in 1984:

1. Benefit Coding
2. Utilization Management
3. PPO Development
4. Private Business Systems (Membership & Billing and Claims)
5. National Accounts (IPDR, Receivables Control and Control Plan System)

The Committee authorized work to begin immediately to organize the work effort, select project directors and allocate Systems resources through the feasibility phase of the selected projects.

Although the formulation of the project teams is still being developed, the organizational structure of the work effort is essentially complete and project leadership has been identified.

I am very pleased to announce that Mr. Joe Grantham, V.P. of Customer Relations has accepted a position to direct work on three of the Major Corporate Projects selected. Joe's responsibilities will include Benefit Coding, Private Business Systems (Membership and Billing and

Claims), and PPO Development. Mr. Grantham will report directly to me for this assignment.

In addition, I am also pleased to announce that Mr. Doug Schauer, Director of National Accounts and FEP has accepted the position of Project Director for the National Accounts Project. This project will include Inter Plan Data Reporting, National Accounts Enhancement and Control Plan Development. Mr. Schauer will also report directly to me for this effort.

Many aspects of the Utilization Management Project are already in the process of development. Some aspects of the project are being done within Provider Automated Services. Because of these variations and the fact that this effort is so intertwined with several of our existing Systems it will require a highly effective matrix management approach. In this regard, a user project leader is not being designated. This effort will be directed by Mr. Jag Grewal through his role as the Health Industry Services Account Manager.

Jag will be responsible for providing close coordination with primary users and functional guidance to Systems management in order to ensure that Utilization Management needs are met. Jag will continue to report directly to Steve Davis, Director of Advanced Business Systems Planning with a dotted line responsibility to Mike Jenkin, V.P. of Utilization Management for this effort. This approach will maximize user impact and coordination of all components of the Utilization Management Program.

Please join with me in wishing these gentlemen every success in these challenging assignments.

JWB/eh