



**Blue Cross  
Blue Shield**  
of Florida

**DATE:** November 21, 1996  
**TO:** Distribution  
**FROM:** Ken Sellers  
**RE:** **INTEGRATED MARKETING STRATEGY: Key Follow-up Items/Issues**

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Please find attached the IMS - Key Follow-Up Items/Issues from our November 11-12 work.

We need to make sure that from each of your perspectives we have captured the key items to be worked. Also, I need your help/feedback to make sure the issues captured are clearly written. Other than items 5, 6, 7 and 9, I need you to prioritize/rank the critical items that need to be gathered within each module to complete the assessment phase of the modules.

Please mark up your copy and return it to me before next Tuesday's MLT staff meeting on November 26, 1996.

Thanks.

Attachment

**Distribution:**

Tom Causer  
Mike Deimler  
Don Holmes  
Chip Kenyon  
Mike McNeil

cc: Kathy Orr  
Austin Patneau

F:\FORMS\KEYITEMS.DOC

**MARKETING LEADERSHIP TEAM  
INTEGRATED MARKETING STRATEGY WORKSHOP  
November 11-12, 1996**

**KEY FOLLOW-UP ITEMS/ISSUES**

1. Communication Plan Update (K. Orr, A. Patneau)
2. Customer Migration Module (M. McNeill)
  - Benchmark info for top 7 competitors.
  - In 1-50 analysis, check BCBS Association reporting as proxy for risk analysis.
  - Need further information on calculation/application of trend.
3. Competitor Module (Chip Kenyon)
  - Need understanding of strategy of key competitors.
  - Is the list of agents used in interviews appropriate/representative?
  - Need better understanding of "spider diagrams" and the data.
  - John Alden question -- are they a player in Florida?
  - Focus was on 300+, need for similar, rigorous analysis on <300?
4. Segmentation Module (Don Holmes)
  - Need common agreement on purpose and outcomes.
  - What are the questions that marketing needs to answer to help gain understanding in organization?
5. Develop Marketing Process/Framework (Ken Sellers)
  - Consolidate individual input into a "strawman" group framework (Ken, Tom A., Marty S., Mike D.).
6. Revise Problem Statements (M. Deimler)
  - Revise based on group input from workshop.
7. Develop Improvement Objective (M. Deimler/Subgroup)

8. Develop "Acid Test" Questions (MLT)
  - Provide input to K. Sellers.
  
9. Revise Project Plan (K. Sellers/T. Causer/M. Deimler)
  - Meetings with W. Flaherty (Tom A.)
  - Project schedule and focus thru end of year (Tom C./M. Deimler)
  - Engagement of advisory group (K. Sellers/Tom C.)
  - Updates with Executive Staff (Tom A.)